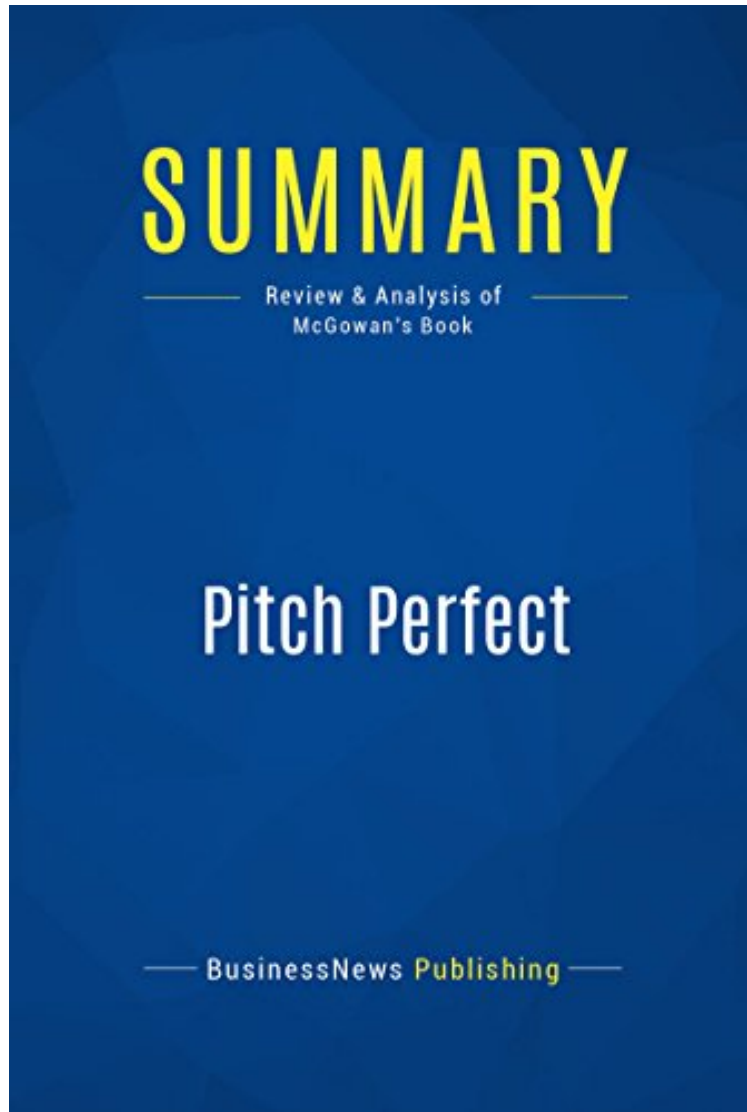


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summary of the ideas from Bill McGowan's book "Pitch Perfect" gives advice on how to make your presentations engaging and influential. According to McGowan, there are Seven Principles of Persuasion that you can use to make your presentations more effective and entertain your audience. The Seven Principles of Persuasion are: 1. An engaging headline 2. Vivid visual images 3. Make it rich and brief 4. Think, then talk 5. Exude certainty 6. Be insatiably curious 7. Play to your strengths

Added-value of this summary:

- Save time
- Make your presentations more engaging and effective
- Learn how to grab the attention of your audience from the start

To learn more, read "Pitch Perfect" and find out how to deliver the perfect presentation every time!