


## Secret Sauce: How to Pack Your Messages with Persuasive Punch

Harry MILLS

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**Harry MILLS : Secret Sauce: How to Pack Your Messages with Persuasive Punch** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Secret Sauce: How to Pack Your Messages with Persuasive Punch:

0 of 0 people found the following review helpful. This is a great book that gets to the point without a lot ...By jfazzioThis is a great book that gets to the point without a lot of industry buzz. I think it is very helpful for both seasoned marketing people and newbie marketers.3 of 3 people found the following review helpful. Want to be MORE Persuasive? It's a Definite Read.. its Short.By FrankieIf you are a NEWBIE, you will LOVE this Book.If you are a PRO, you will be VERY GLAD you picked it up too.From the perspective of a professional copywriter, I rate this a 4-STAR... If i would have read this 12+ years ago when I was starting, I would definitely have rated it 5-STARS.I know writers and those thinking about writing... be it for a Book or Advertising / Marketing / Sales... will all be glad to have picked it up.Despite Mills' many restatements / references of other industry leader's experiments, just about every

chapter concludes with a recap and Very Worthy List of questions every writer should ask themselves while they're writing... and after they have written. If you are not familiar with other industry thought leaders and their work, you will appreciate Mills' references, as they do back up his overall message of how to create persuasive communications. Lastly, if you are on the fence about this purchase, I suggest you JUST BUY IT!! (If you don't like it then will make the return nice and easy.) I really believe you will all ENJOY Harry Mills' Brevity and No-Fluff style of writing... and if you are in a hurry, this is a book that is short and captivating enough to read in one sitting (like I did this morning). 1 of 1 people found the following review helpful. Best Addition to the Kitchen of Communication By Dan Sheehan Secret Sauce is a full serving of energy and inspiration for lovers of goals and achievements. Crafted to engage and reward the reader, Harry Mills builds reflections and insights into immediately ownable applications. Mills uses language and logic to offer a menu of clear strategies for the win-win consequences of awareness-based communication. His resources, references and anecdotes are amusing, interesting and useful. This is a gift which respects the time and desires I have. Mills shows that he is aware of the time and desires his likely readers don't have. Respect for the reader, for language, for communication are the ingredients which make this and each Harry Mills book an encouragement to enjoy growth. Secret Sauce is delicious nutrition for heart and mind free of expiration date.

When it comes to messaging, what worked in the past won't work today. Our noisy, digital world has undermined our ability to focus. For a message to grab attention and persuade, it now has to pass the SAUCE test and be: Simple, Appealing, Unexpected, Credible, and Emotional. Secret Sauce shows you how to transform unconvincing messages into compelling copy. It comes with a 15-question SAUCE test and a Heat Gauge which allows you to precisely measure the persuasive impact of your messages. Short, easy to read, and packed with visuals, Secret Sauce provides: Clear examples of what works and what doesn't; Fascinating insights from behavioral and neurological research; Powerful lessons from successful and failed campaigns; Less than 10 percent of marketing messages are truly compelling—engaging the head and heart. Secret Sauce helps you weed out the clutter and craft messages that stick.

SAUCE's five elements are vital because societal change requires reinvention of our message-making. What worked in the past won't work today because consumers have more information and more choice. The Globe and Mail... a how-to crash course for creating impactful messages. It superbly samples many of the more important lessons from social and cognitive psychology, as well as behavioral economics. Choice From the Inside Flap When it comes to messaging, what worked in the past won't work today. Our noisy, digital world has undermined our ability to focus. For a message to grab attention and persuade, it now needs to pass the SAUCE test and be: Simple, Appealing, Unexpected, Credible, and Emotional. Secret Sauce shows you how to transform unconvincing messages into compelling copy. It comes with a 15-question SAUCE test and a Heat Gauge that allows you to precisely measure the persuasive impact of your messages. Short, easy to read, and packed with visuals, Secret Sauce provides: Clear examples of what works and what doesn't; Fascinating insights from behavioral and neurological research; Powerful lessons from successful and failed campaigns; Less than 10 percent of messages that are intended to be persuasive are truly compelling—engaging both the head and heart. Secret Sauce will help you weed out the clutter and craft messages that stick. Harry Mills is the founder and CEO of Aha! Advantage, an international consulting and training firm whose clients include IBM, Oracle, Ernst Young, Unilever, KPMG, and BMW. He is the subject matter expert on persuasion for Harvard's flagship ManageMentor program, and the author of 14 acclaimed books including Artful Persuasion and The Rainmaker's Toolkit. From the Back Cover Praise for Secret Sauce: "Think you know what makes your messages persuasive? Think again. Harry Mills's easy-to-use SAUCE test shows us how to estimate the persuasive impact of a marketing or sales message. He then backs that up with the practical tips you need to transform unconvincing copy into messages that grab attention and engage both head and heart." —Jonah Berger, Wharton Professor and bestselling author of Contagious and Invisible Influence "Learn how to create the Secret Sauce of persuasive messaging in Harry Mills's wonderful book. Using the latest findings in behavioral science, it provides a step-by-step guide to measuring the components in your message that motivate people to action after receiving a communication. You need this book!" —Paul J. Zak, PhD, Author of Trust Factor: The Science of Creating High-Performance Companies "Harry Mills has taken Chip Heath and Dan Heath's New York Times bestseller Made to Stick to the next level. Practical, well researched, and with dozens of up-to-date examples to make your messaging more persuasive." —Paul Smith, author of Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale