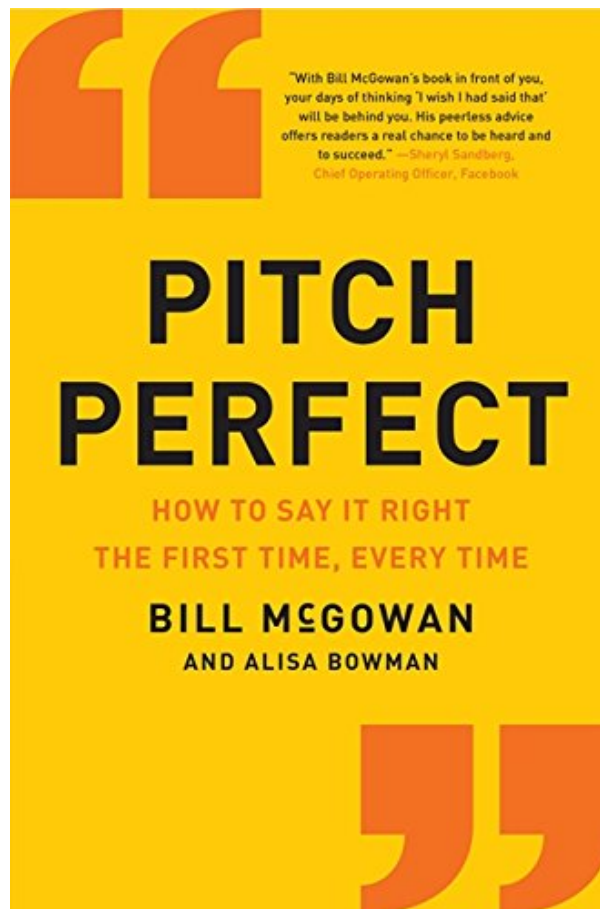
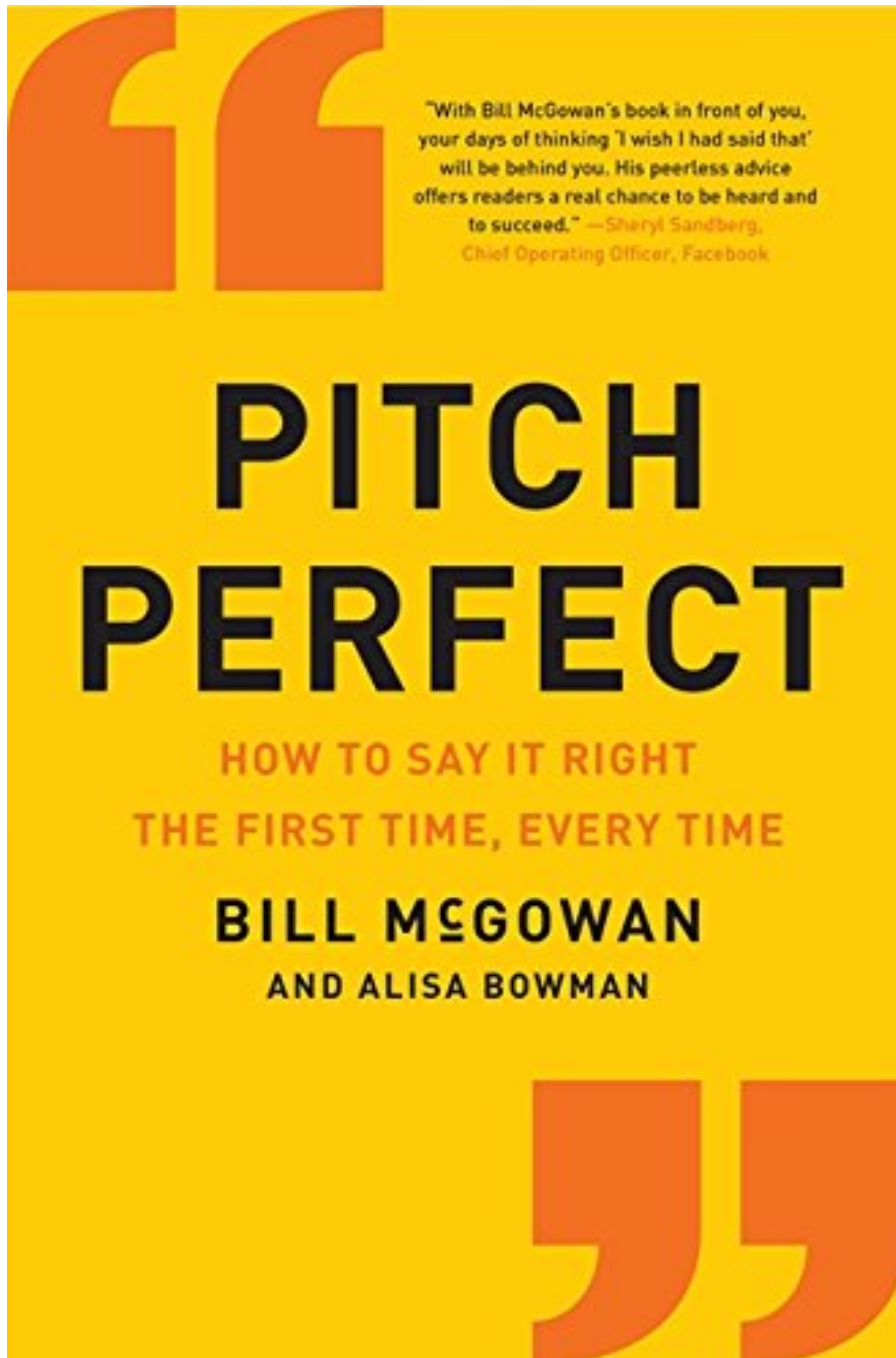


PITCH PERFECT: HOW TO SAY IT RIGHT THE FIRST TIME, EVERY TIME BY BILL MCGOWAN



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From Booklist

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During the pivotal moments of our lives, results are often determined not only by our actions but by our words as well. Saying the right thing the right way can make the difference between sealing the deal or losing the account, advancing your career or suffering a demotion. During these moments, it’s important to be pitch perfect—to use precisely the right tone to convey the right message to the right person at the right time. Such pitch-perfect moments are crucial in our personal and professional journeys. In Pitch Perfect, the renowned media coach Bill McGowan shows you how to craft just the right message. Along the way, McGowan lays out his Seven Principles of Persuasion, including:

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In Pitch Perfect, you’ll learn how to overcome all these communication pitfalls. The Seven Principles of Persuasion are as easy to learn, implement, and master as they are effective. The right language—both verbal and nonverbal—can make you more confident, persuasive, and certain. It can stir people to listen closely to your every word and to remember you long after you’ve left the room.

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From the combo of understanding as well as activities, a person can improve their skill as well as ability. It will lead them to live and function much better. This is why, the pupils, employees, or perhaps companies must have reading routine for books. Any kind of book Pitch Perfect: How To Say It Right The First Time, Every Time By Bill McGowan will give particular expertise to take all benefits. This is what this Pitch Perfect: How To Say It Right The First Time, Every Time By Bill McGowan tells you. It will certainly add even more expertise of you to life and also function far better. Pitch Perfect: How To Say It Right The First Time, Every Time By Bill McGowan, Try it and also confirm it.

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Media guru and Emmy Award-winning correspondent Bill McGowan—coach to some of the biggest names in business and entertainment, including Eli Manning, Kelly Clarkson, Jack Welch, Thomas Keller and Kenneth Cole teaches you how to get your message across and get what you want with pitch perfect communication. He is also a trusted advisor in the C-suites of tech companies like, Facebook, Spotify, AirBnB, Dropbox and Salesforce.com.

Saying the right thing the right way can make the difference between sealing the deal or losing the account, getting a promotion, or getting a pink slip. It's essential to be pitch perfect—to get the right message across to the right person at the right time. In Pitch Perfect, Bill McGowan shows you how to craft the right message and deliver it using the right language—both verbal and nonverbal.

Pitch Perfect teaches you how to overcome common communication pitfalls using McGowan's simple Principles of Persuasion, which are highly effective and easy to learn, implement, and master. With Pitch Perfect you can harness the power of persuasion and have people not only listening closely to your every word but also remembering you long after you've left the room.

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- Binding: Hardcover
- 288 pages

Features

- Pitch Perfect How to Say It Right the First Time Every Time

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Most helpful customer reviews

1 of 1 people found the following review helpful.

Great for anyone who needs to communicate orally

By Jonathan Groner

This book is great fun and full of excellent advice. As a fairly successful public speaker (when I have had to speak), I must say that McGowan has it right. A lot of the "old" advice from the 1970s, like envisioning your audience in underwear, is ineffective, he says, and makes no sense. McGowan's better advice: There's no substitute for preparation. I loved his recommended ways of steering an inappropriate or ineffective conversation into a better path without insulting the person who went in the wrong direction. His stories about celebrities or near-celebrities who didn't heed his advice are absolutely hilarious. As McGowan says, please don't invent words in your pitch like "thrival," and expect your audience to be thrilled! You will only sound strange.

1 of 1 people found the following review helpful.

Some good tips but this guy uses too many unusual words ...

By louloubell

Some good tips but this guy uses too many unusual words in his dialogue that he does not define. Result- you have no idea what he is talking about. My vocabulary is pretty high so I don't think this would appeal to the average person. Also he uses a lot of American words and refers to American topical events and personalities. I am from New Zealand and some of the time the analogy is lost on me because I don't know what or who he is referring to. For this reason, I don't think it would make a good international book. Having said that, I am learning a lot about speaking in public and expressing myself well. But it is around a lot of words, references and stories that I have no idea what he means. Needs trimming down applying his own pasta sauce principle.

4 of 4 people found the following review helpful.

Average and Disappointing

By Jon Wymer

I was pretty disappointed with this volume. McGowan's style in *Pitch Perfect* is consistently (and for me, irritatingly) self-promotional. At various points I wondered if this was more of a chance for him to drop the names of his clients (read the forward, or don't read it!) and drop dimes on people who slighted him. There was some helpful content, but for me McGowan is not someone I would want to work with and I won't pay money to read anything more by him.

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