The Hero Method for Tech Companies: The Surprising Truth about Facts vs. Feelings --- Communication Secrets That Increase Response and Revenue

By Kathryn Gillett

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.The business communication model we ve been using to create content is actually the cause behind our high bounce rates. . To fix that, we need to stop relying on the state of the art, self-centered, Features/Advantages/Benefits messaging model; we need to stop pulling and pushing people through our sales pipelines. Instead, every piece of communication we put out there needs to be laser-focused on building trust-based, human-to-human connections. Why? Because, while information is important, emotionally relevant content is what attracts and engages - and emotional connection is what sparks response and revenue. If you re a business communication visionary who knows in your gut that the business as usual marketing model is broken; if you want to break through the clutter and stand out from your competition; if you want to increase attraction, engagement, response, and revenue . then this book is for you. Here s what you ll discover in this book: Business as usual marketing is hurting you. No matter how much content you re creating, if you re using the same old Features, Advantages,...

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