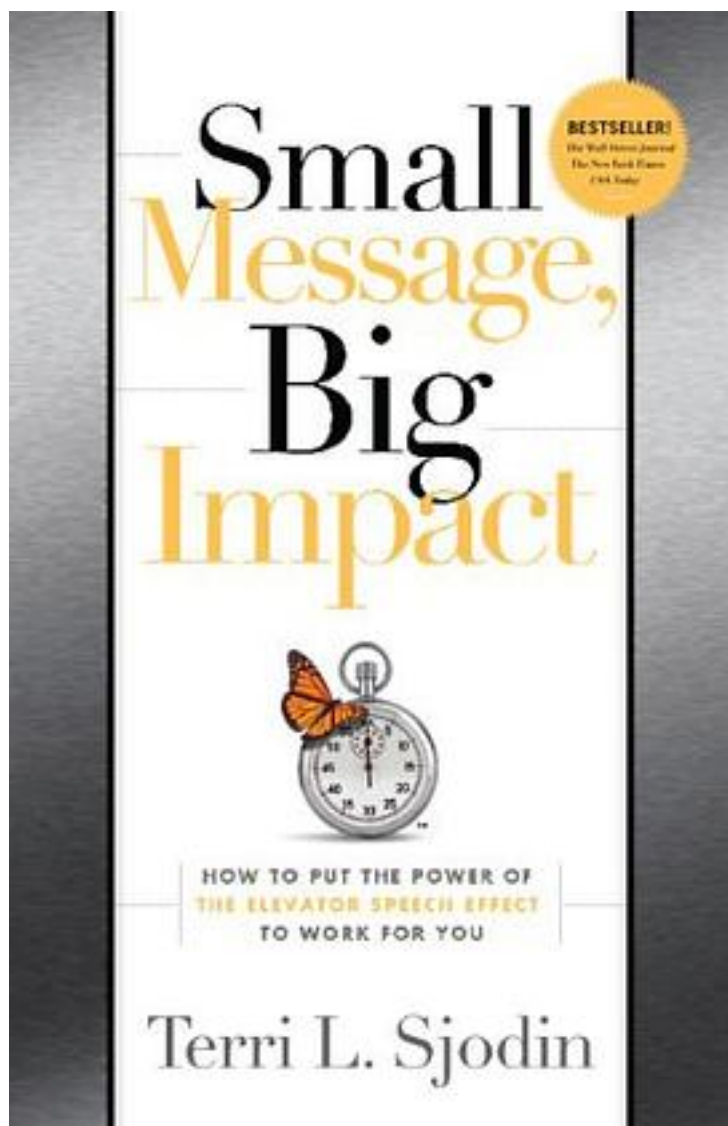


Small Message, Big Impact



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This book provides an entertaining, straightforward, and practical how-to guide on effectively communicating your critical message in a short period of time. She gives you an inspiring new perspective on the power of what she calls the Elevator Speech Effect and shows you how to employ this amazing little tool to create influence in today's market. Perhaps you want to promote an idea, a project, or a concept and need to generate more interest. Or maybe it is your responsibility to sell a product or service and you need a more compelling message. Maybe your goal is to train your team to better present your sales proposition and to access challenging decision makers. Whatever your purpose, be it professional, academic, political, philanthropic, or personal, you can craft a fresh and persuasive message that inspires listeners, helps you earn the opportunity to be heard, and moves your intention forward!

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