

The book was found

Impossible To Ignore: Creating Memorable Content To Influence Decisions: Creating Memorable Content To Influence Decisions

"If you want to evangelize and enchant people, you must influence their memories. This book shows you how to do it."
—GUY KAWASAKI, bestselling author of *Enchantment*

IMPOSSIBLE TO IGNORE

Creating Memorable Content
to Influence Decisions



Carmen Simon, PhD



Synopsis

A groundbreaking approach to creating memorable messages that are easy to process, hard to forget, and impossible to ignore—using the latest in brain science. Audiences forget up to 90 percent of what you communicate. But people make decisions and act based on what they remember, so a pragmatic approach for the effective communicator is to be deliberate about the 10 percent that audiences do retain. Otherwise, content recall is random and inconsistent. Many experts have offered techniques on how to improve your own memory, but not how to influence other people's memory. Drawing on the latest research in neuroscience and cognitive psychology, *Impossible to Ignore* is a practical step-by-step guide that will show you how to control the 10 percent that your audiences do remember by creating content that attracts attention, sharpens recall, and guides decision-making toward a desired action.

Book Information

File Size: 17895 KB

Print Length: 289 pages

Publisher: McGraw-Hill Education; 1 edition (June 3, 2016)

Publication Date: May 18, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01DZ2EO7E

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #17,278 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #15 in Kindle

Store > Kindle eBooks > Business & Money > Skills > Running Meetings & Presentations #20

in Kindle Store > Kindle eBooks > Business & Money > Skills > Communications #21 in Kindle

Store > Kindle eBooks > Business & Money > Education & Reference > Business Skills

Customer Reviews

It took me awhile to finish this review because I couldn't easily assess its value. The Advance Reading Copy lacks the color illustrations of the final product, so reviewers won't get the book's full flavor. The intriguing premise of the book is that marketers need to create "prospective memories,"

i.e., memories that will be recalled when buyers are ready to take action. As I understand the concept: The customer obtains information at time t . She needs to recall this information at time $t+1$, $t+2$ or even $t+365$ or more, where numbers represent days. So as a marketer, you're creating events that will be retrieved as memories at the future time when the buyer is faced with a decision. "Prospective memory" sounds a lot more solid, intellectual and worthy of a consulting gig, compared to "getting customers to recall your message in time." But that's what it amounts to. Most business books tend to be heavy on examples and anecdotes but light on theory and principle. This book was just the opposite. The author's PhD background was obvious. She cites a lot of studies (which I really appreciated). She shows an academic bent, distinguishing similar concepts, such as novelty and surprise, expectation and anticipation. And she didn't repeat the same-old, same-old studies. Much of the information was new. My biggest quibble is that I'd have liked to see more practical examples of how an ordinary business could apply these principles. I was really struck by the discussion of making a PowerPoint slide stand out. That's an idea I can use immediately: I do tons of PowerPoint videos and webinars. I liked the discussion of context and cues. The section on gist vs verbatim was enlightening.

[Download to continue reading...](#)

Impossible to Ignore: Creating Memorable Content to Influence Decisions: Creating Memorable Content to Influence Decisions Impossible to Ignore: Creating Memorable Content to Influence Decisions The Content Marketing Formula: Everything You Need To Know To Provide Real Value To Your Audience (Content strategy, Content SEO, Content Creation, Content Management, Copywriting) Make a Killing With Content: Turn content into profits with a strategy for blogging and content marketing. Difficult Decisions in Colorectal Surgery (Difficult Decisions in Surgery: An Evidence-Based Approach) Flash and Ambient Lighting for Digital Wedding Photography: Creating Memorable Images in Challenging Environments Rise of ISIS: A Threat We Can't Ignore 'White Girl Bleed A Lot': The Return of Racial Violence to America and How the Media Ignore It So Good They Can't Ignore You: Why Skills Trump Passion in the Quest for Work You Love Too Small to Ignore: Why Children Are the Next Big Thing The Gray Rhino: How to Recognize and Act on the Obvious Dangers We Ignore Directed by Purpose: How to Focus on Work That Matters, Ignore Distractions and Manage Your Attention over the Long Haul (Six Simple Steps to Success Book 5) Nobody Knows Anything: Investing Basics Learn to Ignore the Experts, the Gurus and other Fools What in the World is Going On?: 10 Prophetic Clues You Cannot Afford to Ignore Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design Surreal Photography: Creating

The Impossible Leadership: Leader Skills For Communication, Influence People and Business Coaching (Leadership, Influence People, Leader, Business Skills) Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses The Content Strategy Toolkit: Methods, Guidelines, and Templates for Getting Content Right (Voices That Matter) Content Chemistry: An Illustrated Handbook for Content Marketing

[Dmca](#)