

Got Your Attention?: How to Create Intrigue and Connect with Anyone

Sam Horn

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Sam Horn : Got Your Attention?: How to Create Intrigue and Connect with Anyone before purchasing it in order to gage whether or not it would be worth my time, and all praised Got Your Attention?: How to Create Intrigue and Connect with Anyone:

2 of 2 people found the following review helpful. The sizzle consist of easy-to-remember approaches like ldquo;Ask lsquo;Did You Knowrsquo; Questionsrdquo;By Dan CoughlinI encourage you to read "Got Your Attention?: how to

create intrigue and connect with anyone" by Sam Horn. It is filled with practical ways to gain and keep another person's attention. We live in a distracted world, and it's essential to be intriguing. This book is 190 pages of direct, specific ways to get another person's attention quickly and keep it for the long term. This book has sizzle and steak. The sizzle consists of easy-to-remember approaches like "Ask," "Did You Know," "Questions," "Show Them The Fish," and "Keep It Brief or They'll Give You Grief." It also is packed with useful and memorable quotes. The steak is that it provides the reader with a repeatable process for getting the attention of your buyer immediately and then keeping that relationship over the long term. I think *Got Your Attention?* is an extremely valuable and practical book for anyone wanting to improve the direction and sustained success of their organization. 1 of 1 people found the following review helpful. Sam Horn has done it again! By Myra McElhaney: Getting attention is critical to having your message heard. Whether you're looking to give a killer keynote, win a big client or be known as an expert in your field, this book outlines the way to stand out above the crowd. I've read other books by Sam Horn and am always in awe of her wisdom and ability to see trends before they become popular. I recommend this book as well as this author. Keep an eye on what she's doing if you want to stay ahead of the game. Sam Horn always has my attention! 2 of 2 people found the following review helpful. Translates her brilliance to the page. By Jennifer B. Kahnweiler, Ph.D.: This is a terrific book packed with relevant, immediately applicable tools. Sam Horn is not only a brilliant author and consultant but able to translate her wisdom to the page. We readers are the lucky ones who benefit from her secret sauce. By bringing in analogies, practical tips like "the phrase that pays" and the Seven P's of Disruption the author forces us to shape and refine our communication so that others will take notice. You will also love the quotes that pepper the pages of this resource. Thank you Sam Horn for another non-disputable winner!

GOLD MEDALIST IN THE 2015 FOREWORD REVIEWS' INDIEFAB AWARDS IN CAREER! Did you know: • Goldfish, yes, goldfish, have longer attention spans than we humans do? • One in four people abandons a website if it takes longer than four seconds to load? • Imagine if there were ways, in a world of impatience and INFObesity, to quickly intrigue busy, distracted people and earn their interest, trust and buy-in? • Imagine if there was a process for pleasantly surprising decision-makers and convincing them you're the right person for the job, position, project or contract? You don't have to imagine it, Sam Horn has created it. Sam's innovative techniques have helped her clients close deals and raise millions of dollars and will be your "secret sauce" to getting funded, hired, elected, promoted or referred.

Whether you're pitching, presenting, promoting, or persuading, you need to know how to be heard above the din. Sam Horn's smart and snappy book will teach you how to get people's attention—and keep it. —Dan Pink, author of *To Sell Is Human* and *Drive*: "If you can't get people's attention, you'll never get their business. Sam Horn's new book shows how to quickly win respect so people are motivated to listen." —Terry Jones, Founder of Travelocity and WayBlazer, and Chair of Kayak: "Every entrepreneur, executive and educator will benefit from reading this brilliant book." —Amy Wilkinson, former White House Fellow and author of *The Creator's Code*: "Innovative ideas for initiating genuine conversations and meaningful connections that turn strangers into friends." —Keith Ferrazzi, author of the #1 New York Times bestseller *Never Eat Alone*: "These techniques for engaging employees and customers by focusing on their needs and priorities first... are a must for every leader." —Marshall Goldsmith, Thinkers 50 Top Ten Global Business Thinker: "I thought I'd already heard everything on this subject, but from the first ten seconds of skimming, Sam's riveting stories sucked me right in. This is the most down-to-earth, inspiring, and actionable (!) book I've ever seen about how to get people's attention. I'm recommending it to everyone I know." —Derek Sivers, TED speaker on "First Follower" and founder of CD Baby: "Not only is it possible to influence with integrity; it's preferable. This book shows how." —Dr. Joan Fallon, founder of Curemark and winner of a 2014 Gold Stevie Award for "Maverick of the Year": "Sam's new book is everything she recommends: True, New, Efficient, Engaging, Interactive and actionable. Sam lives all of these things, and she's given us a guide to do so, too!" —Robert Wolcott, founder and Executive Director, KIN Global, Northwestern University: "Sam Horn is the best listener—and conversationalist—I know. This fast, insightful read will help anyone who wants to establish authentic, productive connections with other people, at work and at home." —Mariah Burton Nelson, Vice President of Innovation and Planning, American Society of Association Executives: "Looking for innovative ways to explain what you do and get across the value of what you have to offer? This book is for you." —Saul Kaplan, founder, Business Innovation Factory: "Don't even think about preparing a pitch, proposal or presentation without first reading *Got Your Attention?*" —Kay Koplovitz, founder of USA Networks and cofounder and Chairman, Springboard Enterprises: "Powerful insights on how to build a movement that lasts and create authentic connections with volunteers, donors, strategic partners, and anyone who interacts with your brand." —Adam Braun, founder of Pencils of Promise: "A must read for anyone in the workplace who wants to contribute at their highest

level and create more strategic networks.”—Betsy Myers, Former Executive Director, Center for Public Leadership, Harvard, Kennedy School

“Sam Horn asks and answers the question so many of us are struggling with: What does it take to really connect with people in a culture of impatience and alienation? A user-friendly gem.”—Elizabeth Lesser, cofounder of Omega Institute and author of *Broken Open*

“These accessible techniques transcend generations and read like a modern-day version of *How to Win Friends and Influence People*.”—Miki Agrawal, *Forbes* “Top 20 Millennials on a Mission” and founder of THINX

“Thought-provoking insights on how to be clear and concise.”—Roger Hunter, NASA Project Manager and TEDxUGA speaker on “Earth’s Backup Plan”

“I’ve interviewed Sam on my show. She rocks and so does this book.”—John Lee Dumas, founder and host of the #1 ranked business podcast, *Entrepreneur on Fire*

“About the Author Sam Horn, the *Intrigue* Expert, is an international keynoter and communications strategist who has trained the world’s top entrepreneurs and executives. Her books *POP!* and *Tongue Fu!* have been featured in the *New York Times* and *Fast Company* and on MSNBC. She has given a TEDx Talk, served as pitch coach for the British Airways *Face2Face* competitions, and is the former executive director and emcee of the Maui Writers Conference.