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Carmen Simon

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"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

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Carmen Simon : Impossible to Ignore: Creating Memorable Content to Influence Decisions: Creating Memorable Content to Influence Decisions before purchasing it in order to gage whether or not it would be worth my time, and all praised Impossible to Ignore: Creating Memorable Content to Influence Decisions: Creating Memorable Content to Influence Decisions:

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HeartBreak For Hire I found ways to sharpen my writing focus on literally every page. A must for any communicator, whether a professional or just a recipe blogger. I read the sample on my Kindle and knew I'd have to order it in hardcover, because I'd be highlighting, underlining and writing in the margins. And, yep, I scribbled notes to myself about how to apply it to my own writing. And scratched out several new ideas about writing fiction on the blank pages at the back. In short, the book delivers. Right up there with *Thinking, Fast and Slow* by Daniel Kahneman. I'm adapting the principles in ITI into a book I'm writing about how a fiction writer can hack the hearts and minds of readers of a novel. Plus, I'm using those principles to rewriting my novel in progress. This is one of those rare books that makes you feel as if you'd like to sit down over coffee and let the author feed your brain some more. The photo shows my notes on p. 169. Wow! Just wow! 56 of 58 people found the following review helpful. Densely packed with useful information. By Dr. Cathy Goodwin 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. But then we get a section on "adaptive coherence," very abstract and without an obvious application. The discussion of metaphor moved into a discussion of meaning seamlessly, and I would have liked clear examples. The section on influencing with imagination will be familiar to copywriters but a few more in-depth, relevant examples would have helped. Impossible to Ignore is densely packed with ideas and concepts. I can't help wishing the author had focused on fewer ideas, but more in-depth. Reading this book was like racing through a museum, spending only a few seconds on each object, the way bad tour guides operate. Ironically, given the title of the book, it was hard to remember and appreciate the various concepts and ideas individually. I'm not optimistic about the creation of prospective memories! 6 of 6 people found the following review helpful. Impossible to Ignore: An exciting and new way to look at presentation design. By John H Rahmlow Impossible to Ignore is a different kind of presentation design / visual communications guide book. Like other books, it has plenty of insights on how to design effective presentations. What sets it apart are the explanations for why they work and when to use them. In a way, Impossible to Ignore reads like a textbook for effective presentation design. Dr. Simon carefully explains the science and research behind each technique along with providing real life examples of how to use them in your own presentations (or other visual communication projects). Unlike many of the books that talk about using neuroscience to influence an audience, Impossible to Ignore discusses the actual research projects that it relies on and the author is a cognitive scientist who is qualified to evaluate and explain the research. I expect that I will return to the ideas presented in this book often when I am working on presentations and other projects. I see it as a desk reference and not just a book to put on the shelf with the many other presentation books that I have read once and not opened again.

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.

From the Back Cover: "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* "Carmen Simon has broken the mold by showing how to enhance memory for our good ideas—not just in ourselves but in others." —Robert Cialdini, bestselling author of *Influence* "Residing memorably in others' minds long enough for them to transform is how to change the world. Impossible to Ignore shows you how to do this in a well-researched and practical way." —Nancy Duarte, bestselling author of *Resonate* "Your ideas matter. They

matter a lot. You may have the greatest idea in the world, but if people can't remember it, they won't act on it. Carmen Simon has done a marvelous job of capturing the techniques that make your ideas stand out in a sea of information.

“Carmine Gallo, bestselling author of *Talk Like TED* and *The Presentation Secrets of Steve Jobs*; “This provocative book helps us to reconsider the way we craft our interactions with others in order to stay on their minds long enough to make a difference.”

“Francesca DeBiase, Chief Supply Chain and Sustainability Officer at McDonald's Corporation; “People can't do what you want unless they remember what you want. This insightful book is an easy-to-follow instruction manual for getting attention, being memorable, and “be honest” influencing others.”

“Bruce Kananoff, LinkedIn influencer and author of *How to Self-Promote without Being a Jerk*; “This book will help you leverage Dr. Simon's brain science techniques to make your content and training not only more memorable but also more actionable.”

“Jeff Cristee, VP of Global Sales Training at Cisco; “It does not matter how much our audiences forget; what matters is that we impact the little they remember. Ensuring we do not leave our audience's memories to chance is a skill of the future and an important premise of this book.”

“Rona Starr, Director of Supplier Workplace Accountability at McDonald's Corporation; “This is the book marketers have been waiting for—and it couldn't come at a better time. With the massive focus on technology's role in marketing, we can't forget what drives people to make decisions. Dr. Simon's insights remind us that choice is a reaction to stimuli. As marketers, we need to think about what's most important to us, what we want consumers to do, and to really be intentional about the stimuli we're showing them!”

“Kevin Lindsay, Director of Product Marketing at Adobe; “Today, 53 percent of clients base their decision on the sales experience. Carmen provides memorable insights on how you can differentiate yourself from your competition that will make you stand out. This is a must-read in today's highly competitive market!”

“Eli Boushy, Director of Sales Operations-Central at Xerox Canada, Ltd. “Rewire how your audience thinks and behaves. Carmen shows us how to make your speech count “by deliberately leading your audience to remember, and then to act.”

“Jeremiah Owyang, CEO of Crowd Companies; “With more and more presentations delivered remotely or online, it is increasingly critical to “get it right.”

“Impossible to Ignore provides proven techniques to ensure your presentations, whether in person or online, are impossible to forget.”

“Malcolm Lotzof, CEO of Inxpon; “Anyone in marketing should understand the brain science of attention, memory, and decision-making. Impossible to Ignore describes complex concepts in a very engaging manner and offers practical examples to help translate psychological principles into application.”

“Leah VanZelm, Vice President of Audience Strategy at Merkle; “Our agency spends every day building and delivering experiences that are impactful and memorable. Dr. Simon reveals a breakthrough approach to influencing other people's memories of the future as a way to shape their behavior. Impossible to Ignore will become an essential part of our strategic planning process.”

“Chris Meyer, CEO, George P Johnson Experience Marketing; “It is important to dream big about resolving important issues: climate change, alternative energy, boosting the economy. And in that process, others must remember your dreams. Big dreams are never accomplished solo. Dr. Simon's book points to the benefits of social memory: it is only when others remember us that we impact important issues and become impossible to ignore.”

“Rex R. Parris, Mayor, Lancaster, California; “About the Author Carmen Simon, PhD is changing how the world communicates. A cognitive scientist, she has helped some of the world's most visible brands craft memorable messages by focusing on how the brain works. Carmen is the cofounder of Rexi Media, a presentation design and training company. She holds doctorates in both instructional technology and cognitive psychology, and is a recognized expert in presentation design, delivery, and audience engagement. Her sought-after keynote speeches unveil science-based techniques for getting others to see your way, remember your way, and go your way.”