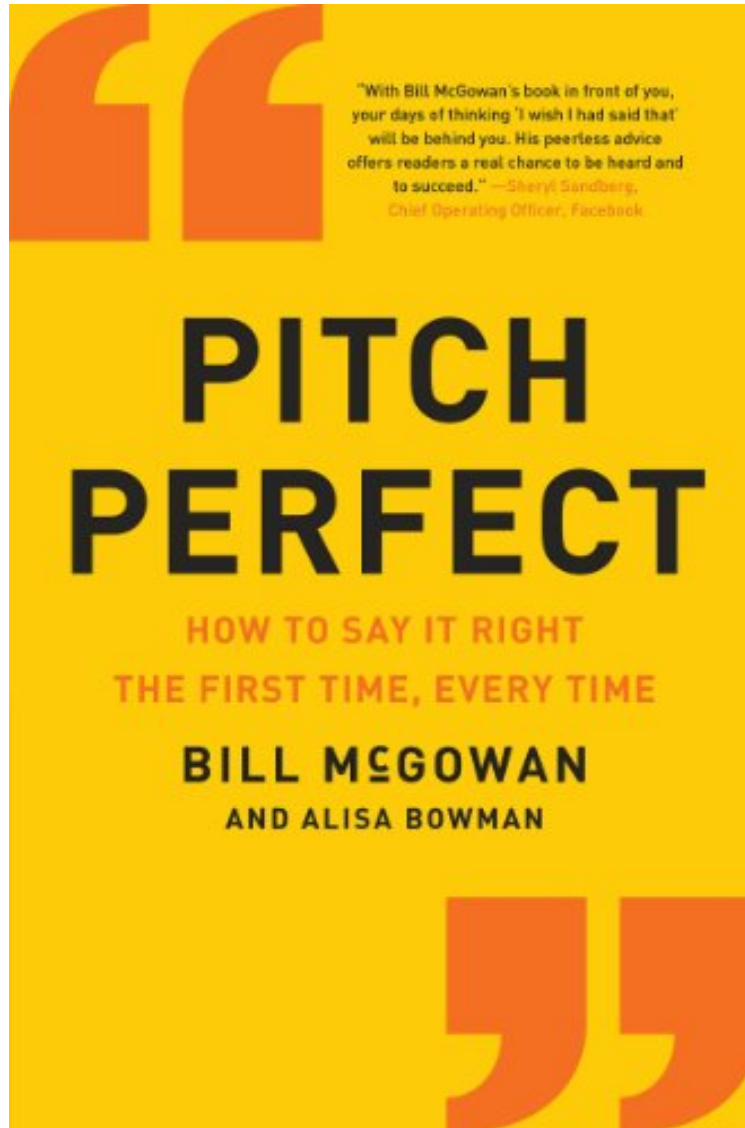


[Free pdf] Pitch Perfect: How to Say It Right the First Time, Every Time

## Pitch Perfect: How to Say It Right the First Time, Every Time

*Bill McGowan*

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**Bill McGowan : Pitch Perfect: How to Say It Right the First Time, Every Time** before purchasing it in order to gage whether or not it would be worth my time, and all praised Pitch Perfect: How to Say It Right the First Time, Every Time:

2 of 2 people found the following review helpful. If you need to give presentations, you should get this book. It will help.By Terry L MartinVery good book. I got it for my son who is a computer engineer for Microsoft. He is being called on to give more and more presentations and this will help him a lot.2 of 2 people found the following review helpful. I especially like the fact that Bill dispels the old truisms that ...By RogerThis one makes my list of essential reading for anyone who speaks publicly, gives presentations, communicates for a living or ever has to persuade. Tips,

techniques and tools for effectively getting your point across. I especially like the fact that Bill dispels the old truisms that have dogged a lot of speakers who can't forget the bad habits they learned in high school English class (or wherever it was). This book will change the way you speak whether you are a beginner looking to get a handle on the basics or a pro who wants to raise his game. 1 of 1 people found the following review helpful. Great tips, but a little long . . .By JakeStrong message! But it gets repetitive after a while. There is also a lot of common sense stuff in the text that a normal socially adjusted human would know how to avoid or direct when it comes to social interaction. However, despite these shortcomings, the text provides numerous great models for getting your message across and directing the flow of conversation in the manner that best suits your mission.

Media guru and Emmy Award-winning correspondent Bill McGowan—coach to some of the biggest names in business and entertainment, including Eli Manning, Kelly Clarkson, Jack Welch, Thomas Keller and Kenneth Cole teaches you how to get your message across and get what you want with pitch perfect communication. He is also a trusted advisor in the C-suites of tech companies like, Facebook, Spotify, AirBnB, Dropbox and Salesforce.com. Saying the right thing the right way can make the difference between sealing the deal or losing the account, getting a promotion, or getting a pink slip. It's essential to be pitch perfect—to get the right message across to the right person at the right time. In Pitch Perfect, Bill McGowan shows you how to craft the right message and deliver it using the right language—both verbal and nonverbal. Pitch Perfect teaches you how to overcome common communication pitfalls using McGowan's simple Principles of Persuasion, which are highly effective and easy to learn, implement, and master. With Pitch Perfect you can harness the power of persuasion and have people not only listening closely to your every word but also remembering you long after you've left the room.

From Booklist McGowan is a veteran in the television business as reporter, writer, producer, and anchor for shows such as ABC News 20/20; CBS News 48 Hours, and Public Eye with Bryant Gumbel. In 2004, he founded Clarity Media Group, a communications coaching firm dedicated to enhancing the speaking skills of corporate executives, celebrities, and athletes. He has coached Jack Welch, Mary J. Blige, Eli Manning, Connie Chung, and more than 60 executives at Facebook, including Mark Zuckerberg. His training helps public speakers and interviewees overcome fear and avoid bad speaking habits, grab people's attention, keep them engaged, and deliver a powerful message. He has distilled his training techniques down to seven principles that can be employed by anyone to get their communication skills into shape. Some of these include The Headline Principle (starting with your best material), The Pasta-Sauce Principle (boiling down your message), The Self-Conviction Principle, and The Curiosity Principle (displaying genuine interest in your subject). McGowan promises to reveal everything he knows about communication, including his most important advice, of putting his principles into practice in everyday situations. -- David Siegfried With Bill McGowan's book in front of you, your days of thinking "I wish I had said that" will be behind you. His peerless advice offers readers a real chance to be heard and to succeed. (Sheryl Sandberg) "Bill McGowan has captured the indefinable human essence of his teaching on the written page. You are assured of learning more than you can imagine while enjoying Pitch Perfect." (Wynton Marsalis, managing and artistic director, Jazz at Lincoln Center) "[This] guidebook...is evenhanded and straightforward and brims with advice for anyone hoping to brush up on public speaking, effective presentation skills and interviewing prowess both within and outside of the contemporary workforce marketplace." (Kirkus) "Success depends on having a great game plan. In Pitch Perfect, Bill McGowan provides just that—winning strategies for how to improve your communication skills, especially in life's red-zone situations." (Eli Manning, quarterback, New York Giants) "In today's world of micromessages and fleeting attention spans, connecting with your audience is more important than ever. Bill McGowan's Pitch Perfect provides valuable and proven strategies for anyone looking to communicate effectively." (Denise Morrison, president and CEO, Campbell Soup Company) "Bill McGowan has identified a fresh and simple way for us to rethink how we communicate. His innovative strategies work not just in our professional lives but in everyday life as well. That's why he's an excellent teacher and why I always enjoy working with him." (Daniel Ek, CEO, Spotify) "Bill McGowan proves in Pitch Perfect what his clients already know—he is the premiere communications coach in business today. His insightful advice and strategies work." (Thomas Keller, The French Laundry) "You can learn to express yourself more effectively, handle difficult conversations gracefully and deliver a great presentation by following and practicing... McGowan packs the book with valuable examples of what was said versus what should have been said... Filled with smart, valuable advice, Pitch Perfect is a home run." (Success) From the Back Cover The media coach and Emmy Award-winning correspondent Bill McGowan shares his secrets of pitch-perfect communications, showing readers how to communicate with confidence. During the pivotal moments of our lives, results are often determined not only by our actions but by our words as well. Saying the right thing the right way can make the difference between sealing the deal or losing the account, advancing your career or suffering a demotion. During these moments, it's important to be pitch perfect—to use precisely the right tone to convey the right

message to the right person at the right time. Such pitch-perfect moments are crucial in our personal and professional journeys. In *Pitch Perfect*, the renowned media coach Bill McGowan shows you how to craft just the right message. Along the way, McGowan lays out his Seven Principles of Persuasion, including: The Scorsese Principle: Hold your audience's attention with visual images. Direct the film that plays in your listener's mind. The No-Tailgating Principle: Avoid verbal fender-benders and career-wrecking moments by maintaining a safe talking distance. When in doubt, stop talking and listen. The Pasta-Sauce Principle: Cure boredom by boiling down your message, making it as rich and brief as possible. In *Pitch Perfect*, you'll learn how to overcome all these communication pitfalls. The Seven Principles of Persuasion are as easy to learn, implement, and master as they are effective. The right language—both verbal and nonverbal—can make you more confident, persuasive, and certain. It can stir people to listen closely to your every word and to remember you long after you've left the room.