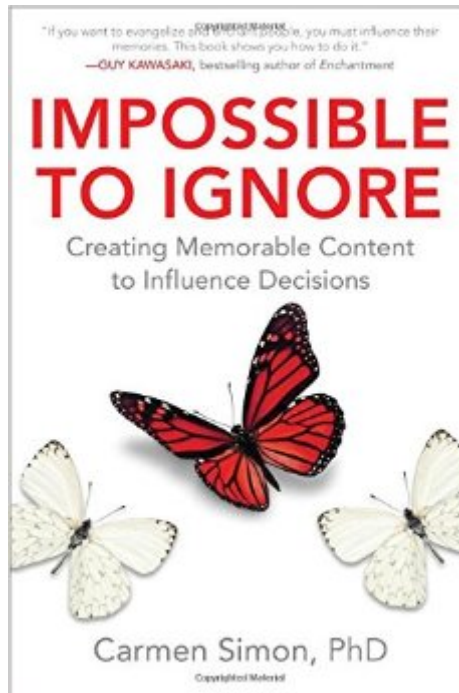


The book was found

# Impossible To Ignore: Creating Memorable Content To Influence Decisions



## 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% of what you communicate. How can your employees and customers decide to act on your message if they only remember a tenth of it? How do you know which tenth they’ll remember? How will you stay on their minds long enough to spark the action you need? Many experts have offered techniques on how to improve your own memory, but not how to influence other people’s memory—and impact their decisions. Drawing on the latest research in neuroscience and cognitive psychology, Carmen Simon, PhD, reveals how to avoid the hazards of random recall and deliver just the right amount of content. No more redundant meetings, rambling e-mails, or anemic presentations. In *Impossible to Ignore*, she shows you how to execute a proven three-step plan for persuasion:

1. Create cues that attract attention and connect with your audience’s needs
2. Use memory-influencing variables to control what your audience remembers
3. Turn today’s intentions into tomorrow’s actions

This practical guide is filled with case studies, examples, and a checklist to help you put the power of cognitive science to work for your business. Whether you’re giving a presentation, conducting a meeting, delivering training, making a sales pitch, or creating a marketing campaign, these field-tested techniques will help you develop content that speaks to people’s hearts, stays in their heads, and influences their decisions. It’s not just memorable—it’s *Impossible to Ignore*.

## Book Information

Hardcover: 288 pages

Publisher: McGraw-Hill Education; 1 edition (May 11, 2016)

Language: English

ISBN-10: 1259584135

ISBN-13: 978-1259584138

Product Dimensions: 6.5 x 1 x 9.3 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (78 customer reviews)

Best Sellers Rank: #8,997 in Books (See Top 100 in Books) #24 in [Books > Business & Money > Skills > Running Meetings & Presentations](#) #70 in [Books > Business & Money > Skills > Communications](#) #125 in [Books > Science & Math > Behavioral Sciences](#)

## Customer Reviews

Impossible to Ignore: Creating Memorable Content to Influence Decisions [View larger](#)

[View larger](#)

[View larger](#)

[View larger](#)

[View larger](#)

[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 Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design 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 Content Machine: Use Content Marketing to Build a 7-figure Business With Zero Advertising The Content Code: Six Essential Strategies to Ignite Your Content, Your Marketing, and Your Business Uncensored Sex Pictures: Adult Picture Book Nude Photography and Photographs Nudity Sexual Content Adults Only 18+ Photo ebook Lesbian Content UNCENSORED (Taboo Sexy Teen Photos 10) Oxford Picture Dictionary for the Content Areas English Dictionary (Oxford Picture Dictionary for the Content Areas 2e) Surreal Photography: Creating The Impossible 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

