



Getting a Squirrel to Focus Engage and Persuade Today's Listeners

Patricia B Scott

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What can achieve a 23,900% increase in the attention span of a squirrel? An acorn! As listeners, our attention spans are more like a squirrel's than you might think. In this book, world-renown communication consultant and sought after speaker Dr. Patricia Scott will explain how these message ingredients make your message an acorn for your listeners. A – Audience C – Credibility O – Order R – Remember me N – Need to connect Following this easy to use recipe, you can apply this time-tested persuasive strategy to any presentation, sales call, conversation, interview or negotiation. Who are the squirrels in your life? What is your communication strategy? Can you get your squirrel to focus?

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