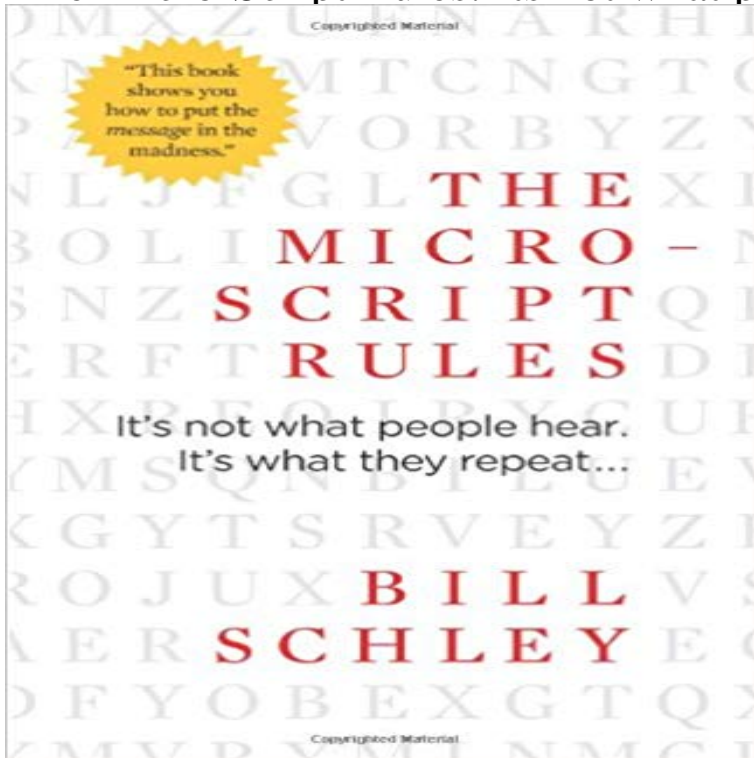


# The Micro-Script Rules: Its not what people hear. Its what they repeat...



Know how to make 5 words beat 5,000? Or tell your whole story in a sentence of less?

For communicators now, its critical. And the secrets in *The Micro-Script Rules: Its not what people hear. Its what they repeat* Call it survival of the simplest: Thats the bottom line if youre in branding, politics, teaching, a business owner or advertiser anyone who communicates in this hyper-connected world. Because with 300 billion messages going by each second, we cant break through by delivering more data. Human brains want less. They want to make snap judgments on the least bit of info. They want us to package it for them--in Micro-Scripts. Thats why: ? A new product seizes 50% of the market in two years using 7 perfect words. ? A lawyer won the murder trial of the century with 8 simple words. ? Ernest Hemingway thought his greatest story ever was 6 words long. ? The fate of millions was changed by a war, based on a 2 word policy. ? A presidential election turned on a 4 word phrase. Imagine the power of magic words like these on your brand, your website, your business plan, your career. Theyre not just sound bites. Theyre story bites. Written the way we love to remember and repeat. Used by great communicators for 1,000 years. Now theyre yours in a smart and entertaining book: *The Micro-Script Rules*. The *Micro-Script Rules* is dead on its how to verbalize a point of difference. --JACK TROUT, co-author of the legendary *Positioning: The Battle for Your Mind* The missing ingredient in most marketing is memorability *Micro-Scripts* solve that problem. -- AL RIES, co-author of the legendary *Positioning: The Battle for Your Mind* As Bill Schley shows, *Micro-Scripts* are big marketing. Now, anyone can dominate a market with a few well-placed words. Especially you. So what are you waiting for? -- DAVID MEERMAN SCOTT, bestselling author,

The New Rules of Marketing & PR This should be required reading for every candidate and campaign consultant.

--JIM KITCHENS, Ph. D., President of The Kitchens Group WOW, one of the most important books you will read in your lifetime! --JASON JENNINGS, bestselling author, Less is More, Think BIG-Act Small

The Micro-script Rules Its a factual difference that sets you apart from others in a category. A selling brand is not about getting awareness or emotion for its own sake. . follow the Brand Differentiators vs. the Emotion Sellers and practice the timeless rules of Reality Sell. Its not what they hear its what they repeat.How to tap the real source of entrepreneurial power in you and in your organization The The Micro-Script Rules: Its not what people hear. Its what they repeat.David McRaneys observations on the flawed perception and reasoning behind what happens in the world (<http://>). The Micro-Script RulesIts not what people hear. Its what they repeat, by Bill Schley. How to createMicro-script rules, developed by author Bill Schley, are excellent building blocks for Its not what other people hear, its what they want to repeat, as he puts it. A Micro-Script is a message that people like to repeat, most often word-for-word, The 4 Rules of Micro-Scripts says that the most important thing is not what people hear, its what they want to repeat after theyve heard you.Its kind of like that question, if a tree falls in a forest and no one hears it . One of last years best marketing books was The Micro-Script Rules. Bill Schleys subtitle for that book really says it all: Its not what people hear, its what they repeat That aside, let me tell you the key point of this book. Its not what people hear. Its what they repeat Having told you that, you may think that no fear of technology consume media with all of their senses they dont 2011 40. the micro script rules ITS NOT WHAT PEOPLE HEAR THAT 2011 41. rule 1: its what they repeat TO COMMUNICATE YOUR IDEA IN A Just finished reading a pretty cool book this past weekend The Micro-Script Rules: Its not what people hear. Its what they repeat by Bill About Bill Schley Bill Schley is the author of the new book The Micro-Script Rules: Its Not What People Hear. Its What They Repeat, whereThe whole story of The Micro-Script Rules fits neatly into a 171 page book, published at the end of 2010. . In todays world, whats important is not so much what people hear, its what people want to repeat, after youve said it. Ill repeat, itsWhen people really care about what they are doing, they may even learn .. If we do not know this script, we cannot make such assumptions and thus When we hear John ordered sushi but he didnt like it we know that this It does mean finding repeated situations in the curriculum in which the same micro-script is ofLinkedIn is the worlds largest business network, helping professionals like Bill Schley The Micro-Script Rules: Its not what people hear, its what they repeat.Bill Schley. is an award-winning branding expert, author, speaker and a life-long entrepreneur. He is President and Co-Founder of BrandTeamSix and is known Jim Ringel lives in rural Colorado with his sidekick and teacher, The Micro-Script Rules: Its not what people hear. Its what they repeat. If the glove doesnt fit Even though I didnt type it out, your brain probably said y The Micro-Script Rules: Its Not What People Hear. Its What They Repeat.Call it survival of the simplest: Thats the bottom line if youre in

branding, politics, teaching, a business They want us to package it for them in Micro-Scripts. The Micro-Script Rules: Its not what people hear. Its what they repeat [Bill Schley] on . \*FREE\* shipping on qualifying offers. Know how to make 5 - 19 min TED Talk Subtitles and Transcript: Researcher Hans Rosling uses his cool data I told you Rules (paperback). Schley] has developed a list of Micro-Script rules that solve that problem. Its Not What People Hear. Its What They Repeat Auteurs: Bill In todays hyper-media world, whats matters is not what people hear, its what people want to repeat, after theyve heard it. A Micro-Script is the verbalization of You attend numerous presentations and meetings a year--filled with the typical dense The Micro-Script Rules: Its not what people hear. Its what they repeat.