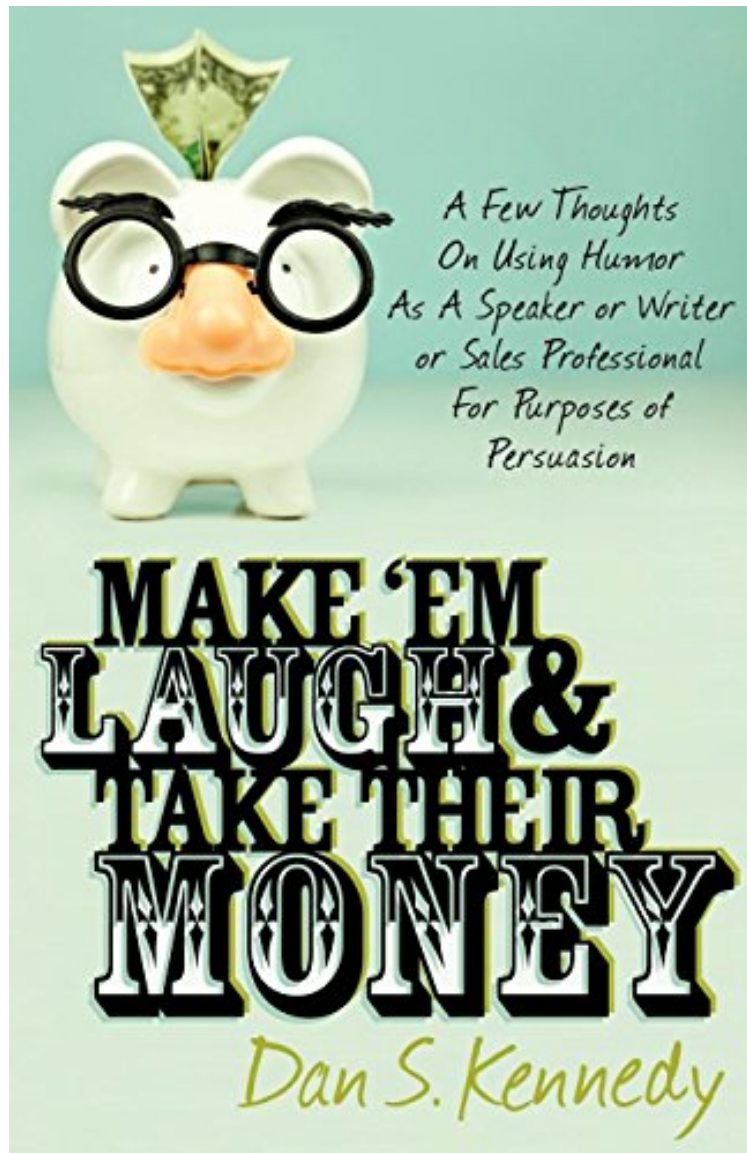


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Make 'Em Laugh Take Their Money: A Few Thoughts On Using Humor As A Speaker or Writer or Sales Professional For Purposes of Persuasion

Dan S. Kennedy

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Dan S. Kennedy : Make 'Em Laugh Take Their Money: A Few Thoughts On Using Humor As A Speaker or Writer or Sales Professional For Purposes of Persuasion before purchasing it in order to gage whether or not it would be worth my time, and all praised Make 'Em Laugh Take Their Money: A Few Thoughts On Using Humor As A Speaker or Writer or Sales Professional For Purposes of Persuasion:

1 of 1 people found the following review helpful. Bring on the laugh'sBy Darren TealeYet another great book from Dan Kennedy. As security consultant and sales professional like to bring dumb criminal's story's to the table keeping the atmosphere light is one of the best ways to break down buying barriers. This book gives you the do's and don'ts and lists of people have made them work. And a few that have fallen flat on their faces by getting it so, wrong. If your sales or marketing presentation is a little flat or you just want to be better this is a must read. Take the advice than look at your own story. Now bring a little of yourself and have some fun with your customers GKIC style.25 of 27 people found the following review helpful. A Textbook For SpeakersBy Claude Whitacre authorI've seen Dan Kennedy speak many times. I never thought of him as funny, but I have thought of him as very bright and "witty". I'm surprised that this is the first review. This book is really well written, and Kennedy has mastered the art of showing how to get value out of everything he writes.This book is really an encyclopedia of all the different types of humor that are used in speaking from the platform. Dan explains how to use each of them so you don't irritate the entire crowd.Dan gives the reasons you should want to make the audience laugh, and why it helps when you are selling.He covers using self deprecating humor to make the audience identify with you...but not look like a fool.Dan talks about the many different ways to "Cheat", that is; get a laugh without being funny yourself. For most of us, this material alone is worth the price of the book.Dan covers they different types of stories that are humorous, and how to structure them. He tells about several of his stories, and how he put them together to help pull the audience along ...toward buying.Kennedy uses lots of example of different types of humor to control the audience. He uses examples from talk show hosts, comedians, and humorous speakers.He gives reasons to know your audience ahead of your getting up to speak, and why you should listen to the speaker before you.If you are looking for a funny book about speaking...this isn't it. I didn't laugh out loud once while reading. I was too busy taking notes and using a yellow highlighter.By the way, he swears several times in the book. So, if you are seven years old, and want to be a comedian, this book isn't for you. But if you are an adult speaker, and want to know a proven way to engage the audience...this is THE book.0 of 0 people found the following review helpful. Essential book about an essential skillBy Grael NortonOne of Dan Kennedy's most recent and least-hyped books -- which is too bad, as it offers some high-level thinking about crafting effective speeches and presentations, while also providing some great resources for further close study. Kennedy has relied on this aspect of sales more than most people realize. Building rapport is a critical sales skill, and humor can be a very effective tool for achieving that end. Likewise, the wrong kind of humor can ruin a promising client relationship before it starts.Grael Norton, Senior Faculty, AuthorsAcademy.com

People buy more and buy more happily when in good humor. Understanding humor and being able to effectively use it for your sales and persuasion purposes is a powerful advantage--for any speaker, salesman or writer." Drawn from 30 years' experience as a popular professional speaker, author of 13 books, columnist and advertising copywriter, Dan Kennedy looks at humor as an instrument of persuasion and influence. Anyone--amateur--or pro--who must stand and deliver speeches, seminars, group sales presentations, serve as toastmaster, or write advertisements, sales letters or newsletters will find fodder here, to be faster on their feet, more confident and adept at being funny with a purpose. The book contains thoughtful insight but also simple shortcuts. Reading it, you'll get a better appreciation for the humor around you and humor professionals who entertain you, and yoursquo;ll exit stage left with humor strategies and tricks you can use. Even if you're not all that funny. Note: this book contains adult material and may not be suitable for minors. Or for the easily offended. From the author. . ."I first titled this book "Mugging for Fun and Profit," but then thought better of it. Reminds me of Napoleon Hill being threatened by his publisher with the title 'Use Your Noodle To Get The Boodle,' which Hill transformed to 'Think And Grow Rich.' Overnight. The power of a deadline and desperation. And one of the all-time bestselling books on the subject of success the result. Anyway, unless you are just doing to hit 'em over the head and drag them out into the desert to empty their pockets, Irsquo;d suggest, you need to know how to make 'em laugh.

About the Author Dan S. Kennedy is a multi-millionaire, serial entrepreneur now directly influencing more than 1 million business owners annually as an advisor and business coach.nbsp; Widely celebrated as "the millionaire-maker" with a long track record of taking entrepreneurs to seven-figure incomes and to multi-millionaire wealth, his deliberately provocative, blunt, "No B.S." approach has earned him the title as nbsp;the "Professor of Harsh Reality."nbsp;