

Free read Pitch anything oren klaff (Read Only)

gold medal winner tops sales world s best sales and marketing book fast fun and immensely practical joe sullivan founder flextronics move over neil strauss and game theory pitch anything reveals the next big thing in social dynamics game for business josh whitford founder echelon media what do supermodels and venture capitalists have in common they hear hundreds of pitches a year pitch anything makes sure you get the nod or wink you deserve ralph cram investor pitch anything offers a new method that will differentiate you from the rest of the pack jason jones senior vice president jones lang lasalle if you want to pitch a product raise money or close a deal read pitch anything and put its principles to work steven waldman principal and founder spectrum capital pitch anything opened my eyes to what i had been missing in my presentations and business interactions louie ucciferri president regent capital group i use oren s unique strategies to sell deals raise money and handle tough situations taylor garrett vice president white cap a counter intuitive method that works jay goyal ceo sumopti about the book when it comes to delivering a pitch oren klaff has unparalleled credentials over the past 13 years he has used his one of a kind method to raise more than 400 million and now for the first time he describes his formula to help you deliver a winning pitch in any business situation whether you re selling ideas to investors pitching a client for new business or even negotiating for a higher salary pitch anything will transform the way you position your ideas according to klaff creating and presenting a great pitch isn t an art it s a simple science applying the latest findings in the field of neuroeconomics while sharing eye opening stories of his method in action klaff describes how the brain makes decisions and responds to pitches with this information you ll remain in complete control of every stage of the pitch process pitch anything introduces the exclusive 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a reminder of the information maybe you haven t read the book but want a short summary to save time maybe you d just like a summarized version to refer to in the future in any case the mindset warrior summary guides can provide you with just that lets get started download your book today note to purchase the pitch anything full book which this is not simply type in the name of the book in the search bar of your bookstore the best salespeople don t sell products they sell themselves a traditional sales approach means making hundreds of calls while desperately hanging on to a sliver of hope that one or two people might respond favorably to the call purchase this in depth summary to learn more this is a summary of oren klaff s pitch anything an innovative method for presenting persuading and winning the deal when it comes to delivering a pitch oren klaff has unparalleled credentials over the past 13 years he has used his one of a kind method to raise more than 400 million and now for the 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formats it is aimed for those who want to capture the gist of the book but don't have the current time to devour all 240 pages you get the main summary along with all of the benefits and lessons the actual book has to offer this summary is not intended to be used without reference to the original book this book will change the way you think about persuasion and have you closing deals in no time these days it's just not enough to make a great pitch over decades of being marketed pitched sold and lied to we've grown resistant to sales persuasion the moment we feel pressured to buy we pull away and if we're told what to think our defences go up that's why oren klaff bestselling author of pitch anything has devised a new approach to persuasion based on a simple insight everyone trusts their own ideas instead of pushing your idea on your buyer guide them to discover it on their own and they will get excited about it they'll buy in and feel good about the chance to work with you in flip the script klaff breaks down this insight into a series of actionable steps you will learn how to achieve status alignment use a status tip off a strategically placed remark that identifies you as an insider who can relate to your client's concerns close the certainty gap allay your buyer's fears about going into business with you by delivering a flash roll proving your expertise in the domain present your idea as plain vanilla don't overhype your product as a first of its kind solution the more you emphasise the familiar reliable elements of your product the easier you make it for your buyer to say yes packed with examples of the long shot often hilarious deals that klaff has pulled off over the years flip the script is the most entertaining informative masterclass in dealmaking you'll find anywhere it will transform your approach to pitching leaving you fully prepared to raise money seal deals and keep your cool in the toughest business situations según oren klaff crear y presentar un gran lanzamiento no es un arte es una ciencia sencilla aplicando los últimos hallazgos en el campo de la neuroeconomía que centra sus esfuerzos en conocer el funcionamiento del cerebro humano y compartiendo historias reveladoras de su método en acción klaff describe de qué manera el cerebro toma decisiones si conocemos esta información es posible mantener el control total de cada etapa del proceso de nuestro lanzamiento y con ello conseguir que este sea el ganador en cualquier situación comercial en pitch anything podemos conocer cómo usar los últimos conocimientos sobre el comportamiento humano para conseguir generar más ventas en sentido amplio incluyendo operaciones comerciales venta de proyectos a inversores o incluso las negociaciones por un salario mejor el método de oren klaff se conoce con el acrónimo strong setting configurando tu marco de referencia telling contar tu historia revelando la intriga ofreciendo el premio nailing estableciendo un gancho getting tomando una decisión resumé pitch anything de oren klaff découvrez la méthode pour délivrer des pitches extrêmement efficaces qui permettent de convaincre à tous les coups que vous vendiez votre idée à des investisseurs ou que vous cherchiez à négocier un meilleur salaire la méthode décrite dans ce livre va changer la façon dont vous exprimez vos idées le pitch n'est pas un art mais plutôt une science qui fait appel à certaines lois et méthodes en vous appuyant sur la neuroscience vous parviendrez à maîtriser toutes les étapes menant à un pitch réussi cette réussite ne dépend pas des efforts investis mais bien de la qualité de la méthode utilisée en lisant ce résumé vous allez apprendre la façon de structurer un pitch comment attirer l'attention de n'importe quel type de personnalité qu'il n'est pas nécessaire d'exhiber trop de chiffres pour réussir un pitch à quel point l'humour est un élément clé de l'exercice this book will change the way you think about persuasion and have you closing deals in 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facebook 2011 2012 kadokawa 2013 everest publishing everest publishing 5596050 resumo estendido escolha qualquer coisa pitch anything baseado no livro de oren klaff conteudo o que É o cérebro de crocodilo nos seres humanos e como impedir que rejeite uma ideia como o controle de estrutura permite controlar uma reunião como você deve planejar sua grande apresentação como empilhar seus quadros para obter melhores resultados que tipos de quadros vão se opor a você como você deve usar a novidade para garantir a atenção do seu público por que você nunca deve demonstrar necessidade introduçao apresentar uma ideia é uma daquelas habilidades de negócios que depende muito do método que você usa e não do seu esforço o método mais inteligente é igual a mais dinheiro quanto melhor você manter sua posição mais eficaz será você pode vender uma ideia para os investidores convencer um cliente a escolher você em detrimento de outra pessoa ou até explicar ao seu chefe porquê deveriam te pagar mais existe uma discrepância fundamental entre a forma como apresentamos alguma coisa e a maneira como nosso público a recebe como resultado em um momento crucial em que a persuasão é mais importante nove em cada dez vezes falhamos e nossas mensagens mais importantes o que têm surpreendentemente poucas chances de passar você deve entender por que essa discrepância ocorre para superá la ter sucesso e obter lucro este texto ensina como fazer isso sobre oren klaff o autor do livro original oren klaff é um experiente guru de vendas com 12 anos de experiência como banqueiro de investimentos desde 2017 ele é assessor d no dmarket io um mercado descentralizado baseado em blockchain ele também é o diretor administrativo da intersection capital em beverly hills califórnia fornecendo liderança assessoria em finanças corporativas aumento de capital e transações de vendas paralelas sobre mentors library os livros são mentores eles podem orientar o que fazemos em nossas vidas e como fazemos muitos de nós amamos os livros e vários deles até permanecem na nossa memória algumas semanas depois de lidos mas depois de 2 anos não podemos mais nos lembrar se o lemos de fato ou não e isso não é bom lembramos que na época tal livro significava muito para nós por que é que esquecemos tudo depois este resumo expressa as ideias mais importantes do livro original muitas pessoas não gostam de ler só querem saber o que o livro diz que elas devem fazer se você confia no autor não precisa dos argumentos a maioria dos livros são argumentos para as ideias do leitor mas muitas vezes não precisamos de argumentos se confiamos na fonte podemos entender a ideia imediatamente toda esta informação está no livro original este resumo faz o esforço de reduzir redundâncias e transformá las em instruções diretas para as pessoas que não pretendem ler o livro em sua totalidade esta é a missão do mentors library what do kanye west and elon musk have in common a frame is an instrument you use to package your power authority strength information and status standing strong in your convictions can convince and influence others frame control the power of how we frame our personal realities a frame is an instrument you use to package your power authority strength information and status positioning your view as the one that counts takes practice you won t be able to convince anyone of your authority if you are not authentic public figures likely practice frame control whether they know it or not in just a few short months after applying the concept of frame control in my life and business everything changed i started dating the girl of my dreams cleared my first 27 000 in one month and dropped out of college to go all in on my business we are hard wired to trust people who believe in themselves and when they are put on a world stage the effects of it can be almost bewildering don t let the public s opinion redirect your frame if you start off defensive you ve lost the respect of your audience and by extension your influence this book is an ebook version of a rolling stone article by josh jetset king madrid by jetset josh king madrid american internet celebrity and businessman josh king madrid jetset author of the art of frame control jetset life hacks is a neuromarketer nlp coach founder of nftmagazine com read josh s full executive profile here for the want to be entrepreneur thinking about taking the leap the boot strapped entrepreneur trying to energize a business three or four years in and the venture backed entrepreneur trying to scale why startups fail shows you the key mistakes new ventures make and how to avoid them nearly everyone has an idea for a product they could build or a company they could start but eight out of 10 new businesses fail within the first three years even only one in ten venture backed startups succeeds and venture capitalists turn down some 99 of the business plans they see the odds appear to be stacked against you but entrepreneurs often make the same avoidable mistakes over and over why startups fail can help you beat the odds and avoid the pitfalls and traps that lead to early startup death it s easy to point to successes like apple google and facebook but the biggest lessons can come from failure what decisions were made and why what would the founders have done differently how did one company become a billion dollar success while another with a better product and in the same market fail drawing on personal experience as well as the wisdom of the silicon valley startup community serial entrepreneur venture capitalist and blogger dave feinleib analyzes companies that have come and gone in short powerful chapters he reveals the keys to successful entrepreneurship excellent product market fit passion superb execution the ability to pivot stellar team good funding and wise spending in why startups fail you ll learn from the mistakes feinleib has seen made over and over and find out how to position your startup for success why startups fail shows venture backed startups and boot strappers alike how to succeed where others fail is equally valuable for companies still on the drawing board as well as young firms taking their first steps takes you through the key decisions and pitfalls that caused startups to fail and what you can learn from their failures covers the critical elements of entrepreneurial success a quick practical easy to understand comprehensive reference guide that shows you how to generate life changing recurring income from the internet matthew loop has coached and trained thousands of entrepreneurs in more than twenty five countries millions of people have viewed his free social media business growth tutorials online now for the first time he s packaged ten years of experience into a tactical blueprint that reveals the common denominators of the internet s highest paid movers and shakers in social media made me rich he shows you how to harness these same strategies so you can profit big from networks like facebook instagram youtube twitter pinterest amazon and google the world of business books is a curious place where one can find everyone from great businesspeople like warren buffett steve jobs and elon musk to the most spectacular business failures such as enron and the sub prime business market there are geniuses hard workers academics and entrepreneurs as well a few charlatans and hucksters there s

even room for donald trump the 70 titles covered were chosen with various parameters in mind to cover a range of areas of business from sales and marketing to negotiation entrepreneurship to investing leadership to innovation and from traditional and corporate models of business to start up manuals and alternative angles on the subject obvious bestselling titles such as how to make friends and influence people or 7 habits of highly effective people have been included but there are also those books of more questionable value often included on recommended lists of business classics included here by way of warning the chosen books also cover a wide span of time and acknowledge that some of the most powerful or entertaining insights into business can be found in texts that aren't perceived as being business books for instance the art of war microserfs thinking fast and slow and the wealth of nations the selection includes a good range of the most recent successes in business publishing with which readers may be less familiar the titles are arranged chronologically allowing the reader to dip in but also casting an intriguing light on how trends in business titles have changed over the years among these titles you will find expert advice based on solid research for instance the effective executive or getting to yes and inspirational guides to setting up businesses and running them on sound foundations such as true north crucial conversations or we alongside dubious management manuals that take a single flawed idea and stretch it out to the point of absurdity the hope is that the reader will be inspired to read the best of these titles ignore the worst of them and will come away with at least a basic idea of what each has to teach us about business the bestselling author of pitch anything is back to flip your entire approach to persuasion is there anything worse than a high pressure salesperson pushing you to say yes then sign on the dotted line before you're ready if there's one lesson oren klaff has learned over decades of pitching presenting and closing long shot high stakes deals it's that people are sick of being marketed and sold to most of all they hate being told what to think the more you push them the more they resist what people love however is coming up with a great idea on their own even if it's the idea you were guiding them to have all along often the only way to get someone to sign is to make them feel like they're smarter than you that's why oren is throwing out the old playbook on persuasion instead he'll show you a new approach that works on this simple insight everyone trusts their own ideas if rather than pushing your idea on your buyer you can guide them to discover it on their own they'll believe it trust it and get excited about it then they'll buy in and feel good about the chance to work with you that might sound easier said than done but oren has taught thousands of people how to do it with a series of simple steps that anyone can follow in any situation and as you'll see in this book oren has been in a lot of different situations he'll show you how he got a billionaire to take him seriously how he got a venture capital firm to cough up capital and how he made a skeptical swiss banker see him as an expert in banking he'll even show you how to become so compelling that buyers are even more attracted to you than to your product these days it's not enough to make a great pitch to get attention create trust and close the deal you need to flip the script learn all about implementing a good gamification design into your products workplace and lifestyle key features explore what makes a game fun and engaging gain insight into the octalysis framework and its applications discover the potential of the core drives of gamification through real world scenarios book description effective gamification is a combination of game design game dynamics user experience and roi driving business implementations this book explores the interplay between these disciplines and captures the core principles that contribute to a good gamification design the book starts with an overview of the octalysis framework and the 8 core drives that can be used to build strategies around the various systems that make games engaging as the book progresses each chapter delves deep into a core drive explaining its design and how it should be used finally to apply all the concepts and techniques that you learn throughout the book contains a brief showcase of using the octalysis framework to design a project experience from scratch after reading this book you'll have the knowledge and skills to enable the widespread adoption of good gamification and human focused design in all types of industries what you will learn discover ways to use gamification techniques in real world situations design fun engaging and rewarding experiences with octalysis understand what gamification means and how to categorize it leverage the power of different core drives in your application explore how left brain and right brain core drives differ in motivation and design methodologies examine the fascinating intricacies of white hat and black hat core drives who this book is for anyone who wants to implement gamification principles and techniques into their products workplace and lifestyle will find this book useful whether you're selling ideas to investors pitching a client for new business or even negotiating for a higher salary this unique and practical book will transform the way you position your ideas master cold calling and eliminate rejection forever in the newest edition of smart calling eliminate the fear failure and rejection from cold calling celebrated author and sales trainer art sobczak packs even more powerful insight into what many people fear prospecting by phone for new business this best selling guide to never experiencing rejection again has consistently found its way into the top 20 in amazon's sales category because its actionable sales tips and techniques have helped many minimize their fears and eliminate rejection the newest edition builds upon the very successful formula of the last edition to help sales professionals take control of their strategy and get more yeses from their prospects with new information this info packed release provides powerful sales insights including the foundational concepts of cold calling featuring real life examples you can carry with you into your sales career multiple case studies and messaging from successful salespeople across the globe providing even more insight into what works and what's a waste of your time new methodologies that are proven to push you past your fear and into the world of successful prospecting free access to art sobczak's smart calling companion course where he builds on the many techniques and strategies in the book and will update it with new material and tech resources so that you will always have the current best practices and tools if you're failing to convert your prospects into dollars smart calling will help you push past the obstacles holding you back until you're an expert at taking a no and turning it into a yes make your next webinar something to write home about in reinventing virtual events how to turn ghost webinars into hybrid go to market simulations that drive explosive attendance a team of accomplished sales and coaching leaders delivers an insightful and engaging take on how to go from just holding your webinar audiences captive to truly captivating them in the book you'll learn a novel way to produce online experiences the authors call customer centric events hybrid go to market simulations that generate high levels of attendance and participation the authors upend

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Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal 2011-02-18 gold medal winner tops sales world's best sales and marketing book fast fun and immensely practical joe sullivan founder flextronics move over neil strauss and game theory pitch anything reveals the next big thing in social dynamics game for business josh whitford founder echelon media what do supermodels and venture capitalists have in common they hear hundreds of pitches a year pitch anything makes sure you get the nod or wink you deserve ralph cram investor pitch anything offers a new method that will differentiate you from the rest of the pack jason jones senior vice president jones lang lasalle if you want to pitch a product raise money or close a deal read pitch anything and put its principles to work steven waldman principal and founder spectrum capital pitch anything opened my eyes to what i had been missing in my presentations and business interactions louie ucciferri president regent capital group i use oren's unique strategies to sell deals raise money and handle tough situations taylor garrett vice president white cap a counter intuitive method that works jay goyal ceo sumopti about the book when it comes to delivering a pitch oren klaff has unparalleled credentials over the past 13 years he has used his one of a kind method to raise more than 400 million and now for the first time he describes his formula to help you deliver a winning pitch in any business situation whether you're selling ideas to investors pitching a client for new business or even negotiating for a higher salary pitch anything will transform the way you position your ideas according to klaff creating and presenting a great pitch isn't an art it's a simple science applying the latest findings in the field of neuroeconomics while sharing eye opening stories of his method in action klaff describes how the brain makes decisions and responds to pitches with this information you'll remain in complete control of every stage of the pitch process pitch anything introduces the exclusive strong method of pitching which can be put to use immediately setting the frame telling the story revealing the intrigue offering the prize nailing the hookpoint getting a decision one truly great pitch can improve your career make you a lot of money and even change your life success is dependent on the method you use not how hard you try better method more money klaff says much better method much more money klaff is the best in the business because his method is much better than anyone else's and now it's yours apply the tactics and strategies outlined in pitch anything to engage and persuade your audience and you'll have more funding and support than you ever thought possible

[SUMMARY: Pitch Anything: An Innovative Method for Presenting, Persuading and Winning the Deal: By Oren Klaff | The MW Summary Guide](#) 2018-05-23 an easy to digest summary guide bonus material available inside the mindset warrior summary guides provides you with a unique summarized version of the core information contained in the full book and the essentials you need in order to fully comprehend and apply maybe you've read the original book but would like a reminder of the information maybe you haven't read the book but want a short summary to save time maybe you'd just like a summarized version to refer to in the future in any case the mindset warrior summary guides can provide you with just that lets get started download your book today note to purchase the pitch anything full book which this is not simply type in the name of the book in the search bar of your bookstore

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Summary Oren Klaff's Pitch Anything 2016-09-23 this is a summary of oren klaff's pitch anything an innovative method for presenting persuading and winning the deal when it comes to delivering a pitch oren klaff has unparalleled credentials over the past 13 years he has used his one of a kind method to raise more than 400 million and now for the first time he describes his formula to help you deliver a winning pitch in any business situation whether you're selling ideas to investors pitching a client for new business or even negotiating for a higher salary pitch anything will transform the way you position your ideas according to klaff creating and presenting a great pitch isn't an art it's a simple science applying the latest findings in the field of neuroeconomics while sharing eye opening stories of his method in action klaff describes how the brain makes decisions and responds to pitches with this information you'll remain in complete control of every stage of the pitch process pitch anything introduces the exclusive strong method of pitching which can be put to use immediately setting the frame telling the story revealing the intrigue offering the prize nailing the hookpoint getting a decision one truly great pitch can improve your career make you a lot of money and even change your life success is dependent on the method you use not how hard you try better method more money klaff says much better method much more money klaff is the best in the business because his method is much better than anyone else's and now it's yours apply the tactics and strategies outlined in pitch anything to engage and persuade your audience and you'll have more funding and support than you ever thought possible available in a variety of formats it is aimed for those who want to capture the gist of the book but don't have the current time to devour all 240 pages you get the main summary along with all of the benefits and lessons the actual book has to offer this summary is not intended to be used without reference to the original book

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Resumo Estendido: Escolha Qualquer Coisa (Pitch Anything) - Baseado No Livro De Oren Klaff
2020-10-25 resumo estendido escolha qualquer coisa pitch anything baseado no livro de oren klaff conteudo o que É o cérebro de crocodilo nos seres humanos e como impedir que rejeite uma ideia como o controle de estrutura permite controlar uma reunião como você deve planejar sua grande apresentação como empilhar seus quadros para obter melhores resultados que tipos de quadros vão se opor a você como você deve usar a novidade para garantir a atenção do seu público por que você nunca deve demonstrar necessidade introduçao apresentar uma ideia é uma daquelas habilidades de negócios que depende muito do método que você usa e não do seu esforço o método mais inteligente é igual a mais dinheiro quanto melhor você manter sua posição mais eficaz será você pode vender uma ideia para os investidores convencer um cliente a escolher você em detrimento de outra pessoa ou até explicar ao seu chefe porquê deveriam te pagar mais existe uma discrepância fundamental entre a forma como apresentamos alguma coisa e a maneira como nosso público a recebe como resultado em um momento crucial em que a persuasão é mais importante nove em cada dez vezes falhamos e nossas mensagens mais importantes o que têm surpreendentemente poucas chances de passar você deve entender por que essa discrepância ocorre para superá-la ter sucesso e obter lucro este texto ensina como fazer isso sobre oren klaff o autor do livro original oren klaff é um experiente guru de vendas com 12 anos de experiência como banqueiro de investimentos desde 2017 ele é assessor d no dmarket io um mercado descentralizado baseado em blockchain ele também é o diretor administrativo da intersection capital em beverly hills califórnia fornecendo liderança assessoria em finanças corporativas aumento de capital e transações de vendas paralelas sobre mentors library os livros são mentores eles podem orientar o que fazemos em nossas vidas e como fazemos muitos de nós amamos os livros e vários deles até permanecem na nossa memória algumas semanas depois de lidos mas depois de 2 anos não podemos mais nos lembrar se o lemos de fato ou não e isso não é bom lembramos que na época tal livro significava muito para nós por que é que esquecemos tudo depois este resumo expressa as ideias mais importantes do livro original muitas pessoas não gostam de ler só querem saber o que o livro diz que elas devem fazer se você confia no autor não precisa dos argumentos a maioria dos livros são argumentos para as ideias do leitor mas muitas vezes não precisamos de argumentos se confiamos na fonte podemos entender a ideia imediatamente toda esta informação está no livro original este resumo faz o esforço de reduzir redundâncias e transformá-las em instruções diretas para as pessoas que não pretendem ler o livro em sua totalidade esta é a missão do mentors library

How Millionaires, Celebrities and CEOs Become Influential With the Art of Frame Control By JetSetFly
2023-12-01 what do kanye west and elon musk have in common a frame is an instrument you use to package your power authority strength information and status standing strong in your convictions can convince and influence others frame control the power of how we frame our personal realities a frame is an instrument you use to package your power authority strength information and status positioning your view as the one that counts takes practice you won't be able to convince anyone of your authority if you are not authentic public figures likely practice frame control whether they know it or not in just a few short months after applying the concept of frame control in my life and business everything changed i started dating the girl of my dreams cleared my first 27 000 in one month and dropped out of college to go all in on my business we are hard wired to trust people who believe in themselves and when they are put on a world stage the effects of it can be almost bewildering don't let the public's opinion redirect your frame if you start off defensive you've lost the respect of your audience and by extension your influence this book is an ebook version of a rolling stone article by josh jetset king madrid by jetset josh king madrid american internet celebrity and businessman josh king madrid jetset author of the art of frame control jetset life hacks is a neuromarketer nlp coach founder of nftmagazine com read josh's full executive profile here

Why Startups Fail 2012-03-28 for the want to be entrepreneur thinking about taking the leap the boot strapped entrepreneur trying to energize a business three or four years in and the venture backed entrepreneur trying to scale why startups fail shows you the key mistakes new ventures make and how to avoid them nearly everyone has an idea for a product they could build or a company they could start but eight out of 10 new businesses fail within the first three years even only one in ten venture backed startups succeeds and venture capitalists turn down some 99 of the business plans they see the odds appear to be stacked against you but entrepreneurs often make the same avoidable mistakes over and over why startups fail can help you beat the odds and avoid the pitfalls and traps that lead to early startup death it's easy to point to successes like apple google and facebook but the biggest lessons can come from failure what decisions were made and why what would the founders have done differently how did one company become a billion dollar success while another with a better product and in the same market fail drawing on personal experience as well as the wisdom of the silicon valley startup community serial entrepreneur venture capitalist and blogger dave feinleib analyzes companies that have come and gone in short powerful chapters he reveals the keys to successful entrepreneurship excellent product market fit passion superb execution the ability to pivot stellar team good funding and wise spending in why startups fail you'll learn from the mistakes feinleib has seen made over and over and find out how to position your startup for success why startups fail shows venture backed startups and boot strappers alike how to succeed where others fail is equally valuable

for companies still on the drawing board as well as young firms taking their first steps takes you through the key decisions and pitfalls that caused startups to fail and what you can learn from their failures covers the critical elements of entrepreneurial success

Social Media Made Me Rich 2016-02-23 a quick practical easy to understand comprehensive reference guide that shows you how to generate life changing recurring income from the internet matthew loop has coached and trained thousands of entrepreneurs in more than twenty five countries millions of people have viewed his free social media business growth tutorials online now for the first time he s packaged ten years of experience into a tactical blueprint that reveals the common denominators of the internet s highest paid movers and shakers in social media made me rich he shows you how to harness these same strategies so you can profit big from networks like facebook instagram youtube twitter pinterest amazon and google

A Brief Guide to Business Classics 2017-12-07 the world of business books is a curious place where one can find everyone from great businesspeople like warren buffett steve jobs and elon musk to the most spectacular business failures such as enron and the sub prime business market there are geniuses hard workers academics and entrepreneurs as well a few charlatans and hucksters there s even room for donald trump the 70 titles covered were chosen with various parameters in mind to cover a range of areas of business from sales and marketing to negotiation entrepreneurship to investing leadership to innovation and from traditional and corporate models of business to start up manuals and alternative angles on the subject obvious bestselling titles such as how to make friends and influence people or 7 habits of highly effective people have been included but there are also those books of more questionable value often included on recommended lists of business classics included here by way of warning the chosen books also cover a wide span of time and acknowledge that some of the most powerful or entertaining insights into business can be found in texts that aren t perceived as being business books for instance the art of war microserfs thinking fast and slow and the wealth of nations the selection includes a good range of the most recent successes in business publishing with which readers may be less familiar the titles are arranged chronologically allowing the reader to dip in but also casting an intriguing light on how trends in business titles have changed over the years among these titles you will find expert advice based on solid research for instance the effective executive or getting to yes and inspirational guides to setting up businesses and running them on sound foundations such as true north crucial conversations or we alongside dubious management manuals that take a single flawed idea and stretch it out to the point of absurdity the hope is that the reader will be inspired to read the best of these titles ignore the worst of them and will come away with at least a basic idea of what each has to teach us about business

Flip the Script 2019-08-13 the bestselling author of pitch anything is back to flip your entire approach to persuasion is there anything worse than a high pressure salesperson pushing you to say yes then sign on the dotted line before you re ready if there s one lesson oren klaff has learned over decades of pitching presenting and closing long shot high stakes deals it s that people are sick of being marketed and sold to most of all they hate being told what to think the more you push them the more they resist what people love however is coming up with a great idea on their own even if it s the idea you were guiding them to have all along often the only way to get someone to sign is to make them feel like they re smarter than you that s why oren is throwing out the old playbook on persuasion instead he ll show you a new approach that works on this simple insight everyone trusts their own ideas if rather than pushing your idea on your buyer you can guide them to discover it on their own they ll believe it trust it and get excited about it then they ll buy in and feel good about the chance to work with you that might sound easier said than done but oren has taught thousands of people how to do it with a series of simple steps that anyone can follow in any situation and as you ll see in this book oren has been in a lot of different situations he ll show you how he got a billionaire to take him seriously how he got a venture capital firm to cough up capital and how he made a skeptical swiss banker see him as an expert in banking he ll even show you how to become so compelling that buyers are even more attracted to you than to your product these days it s not enough to make a great pitch to get attention create trust and close the deal you need to flip the script

Actionable Gamification 2019-12-03 learn all about implementing a good gamification design into your products workplace and lifestyle key features explore what makes a game fun and engaging gain insight into the octalysis framework and its applications discover the potential of the core drives of gamification through real world scenarios book description effective gamification is a combination of game design game dynamics user experience and roi driving business implementations this book explores the interplay between these disciplines and captures the core principles that contribute to a good gamification design the book starts with an overview of the octalysis framework and the 8 core drives that can be used to build strategies around the various systems that make games engaging as the book progresses each chapter delves deep into a core drive explaining its design and how it should be used finally to apply all the concepts and techniques that you learn throughout the book contains a brief showcase of using the octalysis framework to design a project experience from scratch after reading this book you ll have the knowledge and skills to enable the widespread adoption of good gamification and human focused design in all types of industries what you will learn discover ways to use gamification techniques in real world situations design fun engaging and rewarding experiences with octalysis understand what gamification means and how to categorize it leverage the power of different core drives in your application explore how left brain and right brain core drives differ in motivation and design methodologies examine the fascinating intricacies of white hat and black hat core drives who this book is for anyone who wants to implement gamification principles and techniques into their products workplace and lifestyle will find this book useful

Pitch Anything 2011 whether youre selling ideas to investors pitching a client for new business or even negotiating for a higher salary this unique and practical book will transform the way you position your ideas

Smart Calling 2020-06-23 master cold calling and eliminate rejection forever in the newest edition of smart calling eliminate the fear failure and rejection from cold calling celebrated author and sales trainer art sobczak packs even more powerful insight into what many people fear prospecting by phone for new business this best selling guide to never experiencing rejection again has consistently found its way into the top 20 in amazon s sales

category because its actionable sales tips and techniques have helped many minimize their fears and eliminate rejection the newest edition builds upon the very successful formula of the last edition to help sales professionals take control of their strategy and get more yeses from their prospects with new information this info packed release provides powerful sales insights including the foundational concepts of cold calling featuring real life examples you can carry with you into your sales career multiple case studies and messaging from successful salespeople across the globe providing even more insight into what works and what s a waste of your time new methodologies that are proven to push you past your fear and into the world of successful prospecting free access to art sobczak s smart calling companion course where he builds on the many techniques and strategies in the book and will update it with new material and tech resources so that you will always have the current best practices and tools if you re failing to convert your prospects into dollars smart calling will help you push past the obstacles holding you back until you re an expert at taking a no and turning it into a yes

Reinventing Virtual Events 2022-12-20 make your next webinar something to write home about in reinventing virtual events how to turn ghost webinars into hybrid go to market simulations that drive explosive attendance a team of accomplished sales and coaching leaders delivers an insightful and engaging take on how to go from just holding your webinar audiences captive to truly captivating them in the book you ll learn a novel way to produce online experiences the authors call customer centric events hybrid go to market simulations that generate high levels of attendance and participation the authors upend conventional wisdom to show you how to create unconventional webinars that dazzle prospective customers and flood your pipeline you ll discover how to transform your product centric pitch offs into innovative customer centric events that activate and engage your ideal audience use the authors signature g a m e s framework to drive high quality leads build buzz engagement and interactivity directly into your virtual event and attract the top speakers in your industry a can t miss playbook that turns everything you know about virtual events on its head and shakes it up for good measure reinventing virtual events is an essential read for founders sales professionals business owners marketing professionals and anyone else with a stake in developing successful and engaging online and hybrid events

Construye tu elevator pitch 2022-08-23 en el mundo de los negocios comunicar es fundamental especialmente cuando queremos que nuestros interlocutores compren nuestros servicios o idea de negocio inviertan en nuestra empresa o acaben dejándose influir por nosotros el elevator pitch ese famoso discurso del ascensor en el que tenemos solamente unos sesenta segundos para conquistar a nuestro interlocutor es la clave en este libro aprenderás a diseñar un elevator pitch de extraordinaria calidad siendo efectivo en cada una de sus fases el método aprueba diseñado por el autor es una excelente herramienta para que esos segundos puedan tener el mejor resultado logrando que tus potenciales clientes socios o inversores queden maravillados y compren tus ideas

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Hustle 2016-09-08 hustle is a step by step guide to breaking out of the monotony of the 9 5 lifestyle and making your dreams a reality it lays out the tools you need to realise the work you enjoy and gain the confidence and motivation to be in charge of your own adventures in a world where loyalty doesn t translate into success learn how to get ahead and discover a more imaginative way of living hustle is split into three parts the heart which teaches you how to follow your own dreams rather than others the head covers how to get started and how to prepare for the mistakes that can come with risk finally the habits demonstrates how to spot opportunities and create your own luck hustle explains how realigning these parts will bring more momentum money and meaning to your life neil patel patrick vlaskovits and jonas koffler know all too well that not all of us are born extra ordinary and how in fact for the majority of people hustling is not second nature each of the authors has figured out how to secure a more imaginative way of living through work that defines but also reflects and rewards their strengths and talents

Pitch anything. La presentazione perfetta. Il metodo innovativo per comunicare, convincere e farsi dire sempre di sì 2021 presentare un progetto a potenziali finanziatori cercare di conquistare un nuovo cliente chiedere un aumento di stipendio situazioni diverse che tutti prima o poi ci troviamo ad affrontare ma con un unico obiettivo catturare l attenzione convincere farsi dire di sì in questo libro oren klaff professionista della persuasione applicata agli investimenti finanziari presenta il metodo che nella sua brillante carriera gli ha permesso di raccogliere fondi per oltre un miliardo di dollari il metodo strong a differenza delle tecniche di vendita tradizionali insegna a parlare alla parte più primitiva del cervello umano È basato su anni di sperimentazione e di ricerca nel campo della neurofinanza che unisce le neuroscienze alle discipline economiche permette di far arrivare a destinazione il messaggio di far emergere il lato interessante della vostra idea e fa sì che l interlocutore sia spontaneamente attratto dalla vostra proposta al punto che alla fine sarà lui a rincorrervi a voi non resterà altro che incassare un sì

Pitch Anything 2018 learn how to sell or be sold like grant cardone the wolf of wall street jordan belfort and pitch anything like oren klaff persuasion tips and bonus material mastery from tai lopez i wrote this book for you as a fusion of the greatest sellers on earth i ve never hear of this before have you have you ever wanted to know the secrets behind the masters of sales and influence are you stuck in selling or even in life this book is a concise guide to understanding the basics from the masters of persuasion how to sell and how to influence i take you on a power packed trip into each of these master s theories from how to sell philosophy pitching and social media marketing i am jumping out of my sin to write the next one i love exploring the matrix of selling knowledge there is no one way the best way to sell appears to be a blend here it is you see i had this idea that a fusion book would be really fun and very helpful for anyone wanting to quickly improve nowhere have i yet found a comparative look at the masters of selling with a candid discussion around the differences and commonalities here is a preview of what you get in this powerful book learn to sell or be sold like grant cardone learn to sell and persuade like the wolf of wall street jordan belfort learn to pitch anything like oren klaff learn the secrets i learned from tai lopez about modern selling become empowered fast with this short book take action now and easily expand yourself by

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