

The business communication model we've been using to create content is actually the cause behind our high bounce rates. . To fix that, we need to stop relying on the "state of the art," self-centered, Features/Advantages/Benefits messaging model; we need to stop pulling and pushing people through our sales pipelines. Instead, every piece of communication we put out there needs to be laser-focused on building trust-based, human-to-human connections. Why? Because, while information is important, emotionally relevant content is what attracts and engages " and emotional connection is what sparks response and revenue. If you're a business communication visionary who knows in your gut that the "business as usual" marketing model is broken; if you want to break through the clutter and stand out from your competition; if you want to increase attraction, engagement, response, and revenue | then this book is for you. Here's what you'll discover in this book: " "Business as usual" marketing is hurting you. No matter how much content you're creating, if you're using the same old "Features, Advantages, and Benefits" messaging and "Sales Funnel" strategies, all your hard work is keeping you from cutting through the noise with a truly unique voice that attracts and engages " and generates more response and revenue. " A new realm of possibilities for breaking through, standing out, and generating measurable improvements in response and revenue. Learn a breakthrough paradigm that will open you up to new ways of creating authentic communications that attract and engage. " The science behind this new paradigm. You'll discover solid science behind why it's essential to create authentic, human connections; how to generate emotionally-relevant content; and the story motifs, archetypes, and symbols that are the REAL unconscious powerhouses behind storytelling. Praise for The HERO Method: "The HERO Method took us out of the "business as usual" communications rut we were in, and guided us to award-winning storytelling. " Luis Soto Maldonado, Director of Product Management, SQL Server Group, Microsoft "The HERO Method is on the forefront of business communications trends." John Schuler, President, EXCLAIM "The HERO Method is nothing short of visionary. It allowed us to get to clear, compelling, human messaging and content that we never would have arrived at in a hundred years!" John Blasig, CEO, Universal Management Solutions "The HERO Method transcends "state of the art" business communications. It is a breakthrough methodology for creating truly compelling content by cracking the code about the real power of story." Raul Bandeira, Client Development Director, R2integrated About Kathryn Gillett and The HERO Method: Kathryn Gillett is a messaging and story strategist and the creator of The HERO Method. She has 30 years in marketing, and 20 years of research in psychology, sociology, anthropology, neurology, and literary analysis. The HERO Method is a unique marketing communications paradigm, focused on creating authentic human connections in order to attract and engage audiences " with a proven ability to generate dramatically higher levels of response and revenue.

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