The Avengers was 2012s number one worldwide box office winner - but did you know the seeds of this blockbuster movies success were actually planted fifty years earlier? Youll find out how in StorySelling: Hollywood Secrets Revealed, when Emmy winner Nick Nanton and J.W. Dicks, authors of the best-selling Celebrity Branding You™, expose why StorySelling is the most powerful method of persuasion known to man - and how any entrepreneur or business owner can put it to work to create their own blockbuster success! From the science behind why stories are essential to the human mind - to the secrets behind the story elements that are irresistible to an audience - Nanton and Dicks uncover what made the greatest StorySelling campaigns of all time click and show you how to use those very same ingredients to create your own marketing juggernaut. Inside this practical, heavily-researched, and entertaining howto guide are the principles Hollywood uses to build its billion dollar franchises. StorySelling: Hollywood Secrets Revealed is truly your ticket to awesome business success.

My Personal Review:
As a songwriter, the pursuit of writing a great story and putting it to music is my passion - and sometimes my biggest frustration! "Story Selling" points out that sometimes the best stories are within...When Im performing for an audience (or if a businessperson is trying to sell a product) the best way to "win"; your audience is to have a great story. If you can get them to "buy"; you...then you can get them to buy the things you are trying to sell, whether it be a song or real estate, or whatever.

This book has some great insights on how to accomplish this...I highly recommend this for anyone in any business!

For More 5 Star Customer Reviews and Lowest Price:
Story Selling by J. W. Dicks - 5 Star Customer Reviews and Lowest Price!