



What's Your Hook?: 26 creative ways to make your message stick

Kevin Carroll

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Inside this short and snappy book, you'll discover why companies such as Microsoft, GE, Heineken, Wrigley, Pitney Bowes and Chubb turn to Kevin Carroll to help their people become better presenters and speakers. Carroll, a former advertising executive, shows you how to weave in stories, analogies, surprising statistics, props and a whole lot more in order to make your message much more interesting, more persuasive and more memorable. (Like the time his client handed out a bag of M&M's to all 1,000 audience members so they would remember the key phrase of the conference: "Mindshare to Marketshare".) So if you want to stand out from the crowd and really make your message stick, What's Your Hook? is for you.

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