



## The Hero Method for Tech Companies: The Surprising Truth about Facts vs. Feelings --- Communication Secrets That Increase Response and Revenue

By Kathryn Gillett

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.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,...



[READ ONLINE](#)  
[ 3.95 MB ]

### Reviews

*Merely no words to explain. I really could comprehend everything out of this published e book. I found out this publication from my dad and he suggested this publication to learn.*

*-- Prof. Margarita Ledner PhD*

*This written pdf is fantastic. It normally is not going to expense a lot of. It is extremely difficult to leave it before concluding, once you begin to read the book.*

*-- Gilbert Stroman*