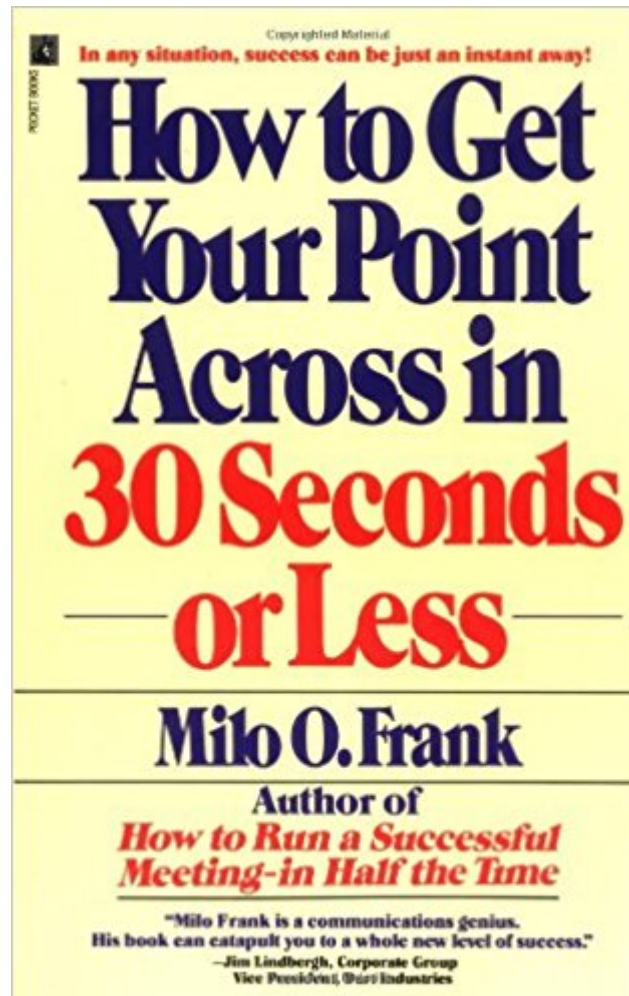




The book was found

How To Get Your Point Across In 30 Seconds Or Less



Synopsis

Learn how to get your listener's attention, keep her interest, and make your point—all in thirty seconds! Milo Frank, America's foremost business communications consultant, shows you how to focus your objectives, utilize the "hook" technique, use the secrets of TV and advertising writers, tell terrific anecdotes that make your point, shine in meetings and question-and-answer sessions, and more! These proven techniques give you the edge that successful people share—the art of communicating quickly, precisely, and powerfully!

Book Information

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Customer Reviews

Jim Lindbergh Corporate Group Vice President, Dart Industries Milo Frank is a communications genius. His book can catapult you to a whole new level of success. Charlton Heston Communicating may be the most important skill the human animal possesses. Milo Frank's book tells how to do it well and succinctly...which means well.

Milo Ogden Frank is a nationally acclaimed authority on communications skills and strategies. His proven techniques have brought him success in an extraordinary career as an actor's agent, Director of Talent and Casting for CBS Television, a writer-producer of feature films at MGM, and vice president in charge of production for Cinerama. Mr. Frank died in 2004.

It's a good easy and quick read. Really dated in prose and anecdotes, but it was written by a guy in the film/entertainment business so that's the context of the stories, the schtick and schwa can

detract from the good clear lessons being given so make sure to stay focused on those points. They are timeless methods.

This is a review of the Audio CD version of the book. The CD is about 50 minutes, and covers the topic well - in fact, I think it is probably more effective on the CD (where the author demonstrates over and over the techniques) than the actual book. He breaks the approach down to the hook, the main body of the message and the call to action. For each, he provides solid examples, anecdotes and remains an engaging speaker. The quality of the audiobook is very good, and the message - as could be expected by the title - is concise and clear. Bears listening to this a couple times to let the lessons sink in. A solid addition to any self-improvement library.

I bought the CD version of this book and couldn't be more disappointed, esp. when I compared it with a different book/CD on crucial conversation that I bought at the same time from . The difference is like having a negligent teacher (at private school) vs. a team of great teachers (at a public school)!

I was looking for a couple books to help a coworker with his succinctness. This book works. See? Seriously, a nice read to self improve, or to help others. Nice outline for personal development.

I've read this book in two days. The author does a great job in engaging the reader with real examples that supports his ideas. The best feature of his book is the "in 30 seconds or less" summary at the end of each chapter. This serves as a quick reference or refresher on effective communication pillars.

I love the topic of this book. The examples are dated to its publication decade, but still a great topic with helpful examples.

This book contains elementary presentation advice. Not terrible, but if you've read any books, articles, or blog posts on how to professionally present to people, you've essentially read this book.

This is a quick overview of how to get your point across in 30 seconds or less, I was thinking it was like other audio books I bought that are 4-6 hours long, That was my fault for not doing more research. If I would have noticed the short time before purchasing I would have passed. Not impressed with content

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