



Secret Sauce: How to Pack Your Messages with Persuasive Punch (Hardback)

By Harry Mills

Amacom, United States, 2017. Hardback. Condition: New. Special ed.. Language: English . Brand New Book. The new rules for persuasive messaging. When it comes to messaging, what worked in the past won't work today. Our noisy, digital world has undermined our ability to focus. For a message to grab attention and persuade, it now has to pass the SAUCE test and be: Simple, Appealing, Unexpected, Credible, and Emotional. Secret Sauce shows you how to transform unconvincing messages into compelling copy. It comes with a 15-question SAUCE test and a Heat Gauge which allows you to precisely measure the persuasive impact of your messages. Short, easy to read, and packed with visuals, Secret Sauce provides: Clear examples of what works and what doesn't * Fascinating insights from behavioral and neurological research * Powerful lessons from successful and failed campaigns Less than 10 percent of marketing messages are truly compelling-engaging the head and heart. Secret Sauce helps you weed out the clutter and craft messages that stick.



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