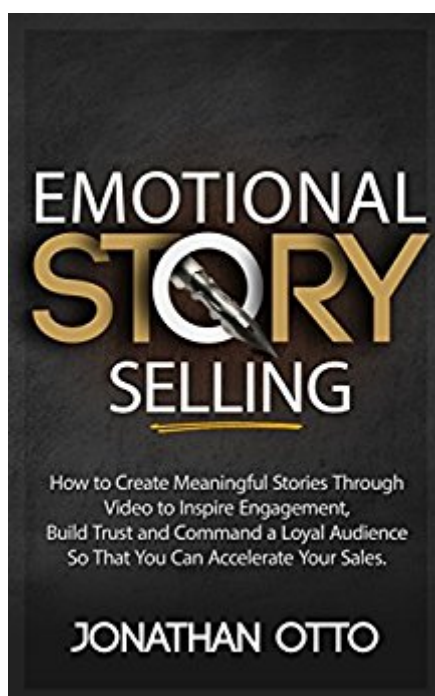


The book was found

Emotional Story Selling: How To Create Meaningful Stories Through Video To Inspire Engagement, Build Trust And Command A Loyal Audience So That You Can Accelerate Your Sales.



Synopsis

Emotional Story Selling is a powerful tool for individuals to learn the inside secrets behind multi-million dollar campaigns that have utilized the power of story to capture attention and accelerate sales. Jonathan Otto shares his personal experiences in directing, writing and producing a broad host of multi-million dollar online marketing campaigns in which he has told emotionally gripping stories related to a wide spectrum of products and services. He unlocks the strategies in a formula that can be followed by anyone to replicate the exact emotional triggers that lead to high sales conversions. Emotional Story Selling is a rich journey, delving into the intricacies of human experience, which will trigger a paradigm shift and give you the exact tools you need to succeed in selling any product or service today, whether online or in a traditional format.

Book Information

File Size: 1701 KB

Simultaneous Device Usage: Unlimited

Publication Date: September 12, 2016

Sold by:Â Digital Services LLC

Language: English

ASIN: B01H2CDA8W

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #774,577 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #81

inÂ Books > Computers & Technology > Internet & Social Media > Podcasts & Webcasts #125

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