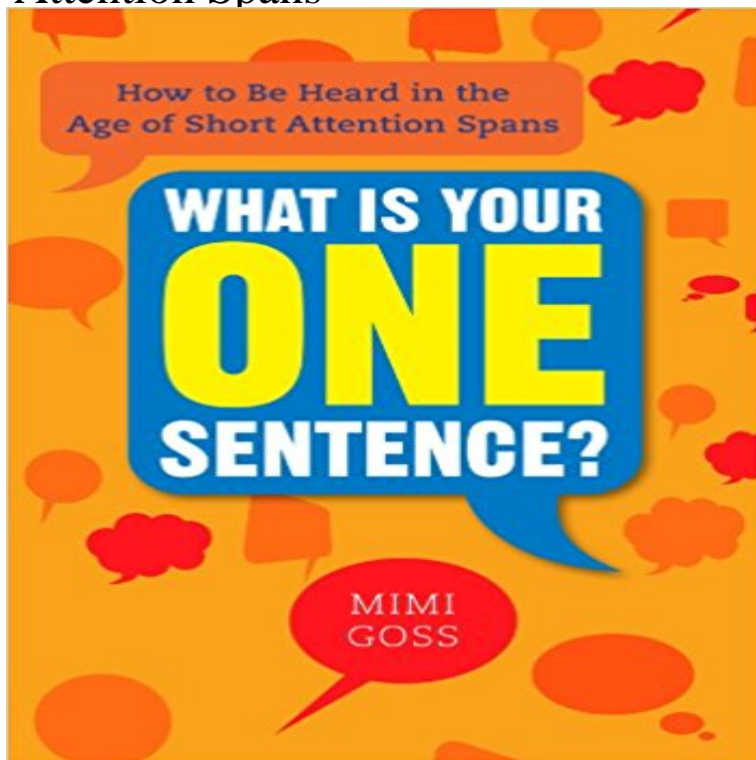


What Is Your One Sentence?: How to Be Heard in the Age of Short Attention Spans



Your one sentence is that irreducible part of your message that you want your audience to remember. A good sentence stops people in their tracks. It surprises them. It makes them think. And in today's age of information overload and short attention spans, getting your point across is more important and more difficult than ever. *What Is Your One Sentence?* will help you be a better communicator—fast. Mimi Goss teaches her unique One Sentence Method, which shows you how to distill your message into one sentence that captures your listener's attention, moves your ideas forward, focuses the problem, and helps you achieve your goals. You'll learn to: Use the one sentence approach to tackle complex messages. Take five simple steps to find one sentence that launches a dialogue. Identify the basics of a memorable one sentence. Speak in an authentic voice. Whether you're teaching kindergartners, pleading for your life, or presenting the budget to Congress, *What Is Your One Sentence?* provides exercises and examples, looks at the psychology of communication, and takes you through a step-by-step process to find your core message and craft that one memorable sentence to hook listeners and keep them engaged.

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