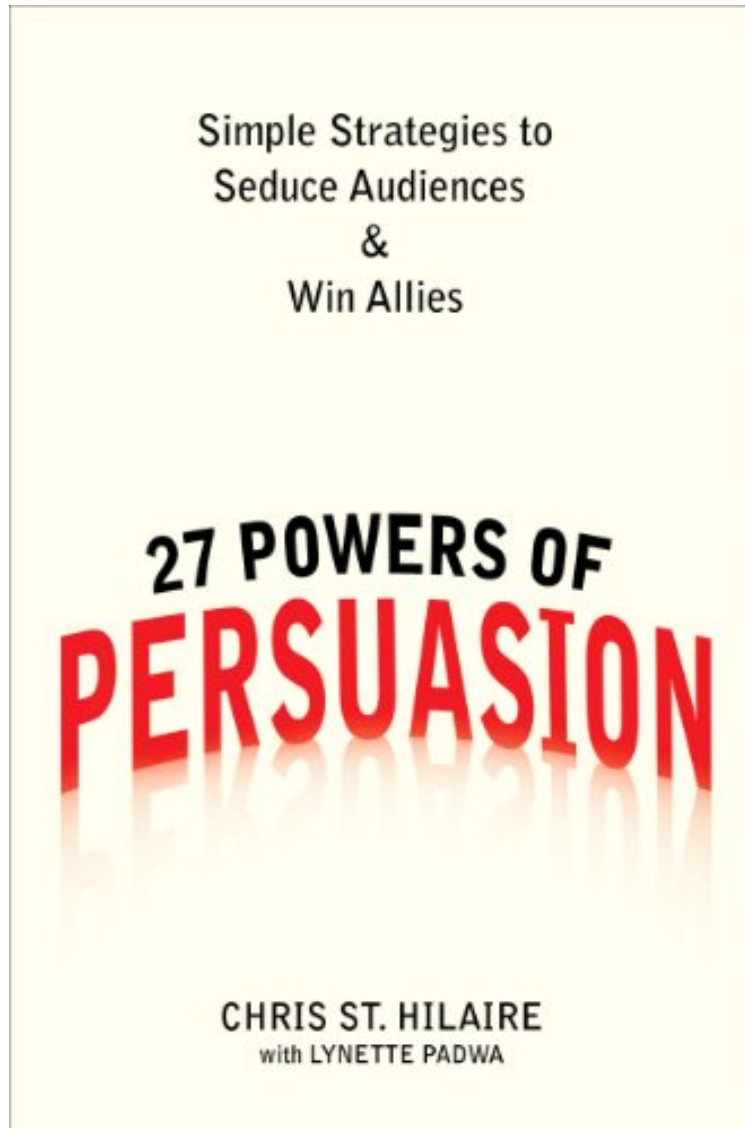


27 Powers of Persuasion: Simple Strategies to Seduce Audiences Win Allies

Chris St. Hilaire, Lynette Padwa
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Chris St. Hilaire, Lynette Padwa : 27 Powers of Persuasion: Simple Strategies to Seduce Audiences Win Allies before purchasing it in order to gage whether or not it would be worth my time, and all praised 27 Powers of Persuasion: Simple Strategies to Seduce Audiences Win Allies:

1 of 1 people found the following review helpful. RecommendedBy Rebecca MugridgeWhether in work or in one's personal life, most people have to persuade others at some point. 27 Powers of Persuasion: Simple Strategies to Seduce Audiences Win Allies will help you develop the skills to make persuasive arguments. Although "seduce"

might be overstating the case, this book does provide a lot of tips on how to get others to think about things in a different way and open them up to your viewpoints. Author Chris St. Hilaire starts out by advising readers to focus on the goal. It's too easy to be distracted by details and positions when discussing options, and it's important to remind everyone involved to think about the end goal. That ensures that everyone's on the same page; it's less about how we get there and more about finding the best solution to achieve our goals. Each chapter in this book is numbered Power #1, Power #2, etc. They include helpful discussions about evaluating the egos in the room; using the first five minutes to make people feel safe; framing the discussion in terms of choice, fairness, and accountability; and using (just a few) statistics to bolster your case. I found this book helpful in making me think about how I frame new ideas or approaches to work situations. Some of Mr. St. Hilaire's examples, especially those from the political sphere, seemed a little manipulative to me, but most examples were useful and could be applied to many situations. This book would be a good (and very quick) read for any manager. I read it in just a few hours on a flight from Albany to Minneapolis. 1 of 1 people found the following review helpful. Incredible book! A must read for everyone looking to ...By TheReviewedIncredible book! A must read for everyone looking to win over others in the most subtle way. Some of the tips given are geared towards a certain audience/demographic, but others are spot on! 1 of 1 people found the following review helpful. very easy read By Tim Harrelson Very insightful. Worth the money just buy it. Your electronic highlighter will run out of ink. 4 more words required..... Very good book.... Word

Successful persuasion is about reading your audience-of one or one million-and creating a message that aligns with what they already believe. As a message strategist for some of the most famous names in America, Chris St. Hilaire knows this better than anyone. He has taught politicians how to persuade voters, attorneys how to persuade juries, and executives how to persuade CEOs. Drawing on the techniques St. Hilaire perfected while working with chief figures in the major communications disciplines-politics, marketing, journalism, and the law-27 Powers of Persuasion provides practical strategies that have helped his clients win multimillion-dollar court cases and major political campaigns for the past eighteen years. You'll learn how to: *Persuade people without browbeating them. *Unite with your audience, not conquer them. *Use language that lets people agree with you on their terms. *Get people to see things your way and feel good about it. With provocative excerpts from focus groups and courtroom testimony, behind-the-scenes insights from some of the nation's canniest political operatives, and stories pulled from headlines and corporate hush files, 27 Powers of Persuasion delivers tactics you can start using the moment you close the book.

"I'm enthusiastic about [St. Hilaire's] approach to persuasion, which is very simple, and which is fundamentally about positivity: making other people feel good about themselves makes them feel good about you." -Charles Purdy, Monster.com Jobs Blog "27 Powers of Persuasion offers readers some powerful new ideas on how to get others to follow you." -CNBC "St. Hilaire provides...interesting and useful methods for presenting ideas.... He's practical...though he very wisely recognizes how humans think and act. His anecdotes are apt and instructional..., and show how executives and others can present their thoughts in ways that are palatable to others without necessarily compromising or losing integrity." -Miami Herald "In each chapter, St. Hilaire and co-writer Lynette Padwa explain a rule of persuasion, share successes and offer insight. This book is a valuable resource for current and future leaders in the workplace and beyond." -BookPage "Chris St. Hilaire's 27 Powers of Persuasion is full of smart strategies to help you communicate more effectively. Take this book to heart and start winning people over right away!" -- James W. Robinson, Senior Vice President, U.S. Chamber of Commerce "27 Powers of Persuasion offers a few "I knew that" moments, with even more "I should have known that" and "I wish I had known that" ones...Not even halfway through the book, I found myself employing changes to the method and manner by which I communicated with staff, clients, adversaries, judges, and the rest of the business world...St. Hilaire's methods flat out work." --Phillip E. Friduss, Defense Resource Institute Program Chair, Annual Civil Rights and Governmental Liability Program, New Orleans, LA; 7- Time Georgia Superlawyer "Whether your audience is a voter, a consumer, or a juror, whether you're trying to convince a friend, a spouse, a son or a daughter, Chris St. Hilaire's 27 Powers of Persuasion has the answers you'll need to win people over." -- Dan Schnur, Director, Jesse M. Unruh Institute of Politics, USC "Inspiring, thought provoking, a masterful tool for just about any industry. The entire book had me captivated from Power #1 through #27! I learned a little about myself as I read and adapted the chapters to my own business and personal life." -- Heidi A. Miller, Founder and former CEO of Heidi's Frozen Yogurt "I hire Chris St. Hilaire for my most difficult trials, now you can use his 27 Powers of Persuasion at any time." -- David Batten, Attorney-at-Law, Cranfill Sumner Hartzog; America's Best Lawyers: Category "Bet the Company Litigation" "Everyone needs to understand the power of their own persuasion. Chris St. Hilaire's book gives readers in plain English the ability to succeed in 27 easy pieces." -- Kerri Zane, Emmy Award winning television producer "Every trial attorney would be wise to put aside his or her ego and read this book. The advice in this book will change the way you present arguments, in court and out of court, and will make any attorney a more powerful advocate." -- Doug Haubert, City Prosecutor, Long Beach, California "Utilizing the strategies in 27 Powers of Persuasion will make you a better, more effective communicator in business and in life." -- Hadi Makarechian, University of California Board of Regents "Chris St. Hilaire's 27 Powers of

Persuasion offers creative and powerful strategies I immediately put to use in guiding my board of directors through a series of challenging issues." -- Tara Balfour, CEO/Chair, Cranbrook Capital Advisors

About the Author
Chris St. Hilaire is an award-winning message strategist who has developed communications programs for some of the nation's most powerful corporations, legal teams, and politicians, including U.S. Senator and presidential candidate John McCain and the Political Action Committee (PAC) behind Governor Arnold Schwarzenegger's historic victory. The first marketer in the courtroom, Chris is the founder of Jury Impact, a national jury consulting firm, and M4 Strategies, a California-based messaging firm that specializes in influencing public policy. Chris has provided legal and political commentary in USA Today and on national news broadcasts including NBC, CSPAN, and FOX News. He lives in Long Beach, California.

Lynette Padwa is the author of *Quick, Answer Me Before I Forget the Question; Say the Magic Words: How to Get What You Want from the People Who Have What You Need*; and the bestselling *Everything You Pretend to Know and Are Afraid Someone Will Ask*. She is the coauthor of numerous books, including *Moses on Management: 50 Leadership Lessons from the Greatest Manager of All Time*. She lives in Los Angeles.