

## How To Write Your Irresistible Home Page In 7 Simple Steps Your Blueprint To Website Home Page Content That Converts Visitors Into Leads Clients How To Write Book 3

Specific techniques and overall strategies to improve the response rate of your promotions and products.

Don't lose sales with a less-than-ideal book description. With the right cover copy, your book can be irresistible. In this practical guide, you'll learn to write: \* an engaging tagline \* a compelling opening \* an intriguing ending. You'll also learn: \* how to distill your plot into a short, exciting blurb \* the power of word choice \* the crucial role of genre-specific cues \* the impact of hiding keywords in plain sight \* 3 tried-and-true formats \* 2 fun outside-the-box formats. You'll find focused advice on what works for romance novels as well as tips you can use no matter what type of fiction you write. With lots of real-life examples and helpful dos and don'ts, this is your go-to guide to writing a book description readers will love. Your novel is irresistible. Your blurb can be too!

Make your book fly off the shelves! Are you an author who dislikes or dreads trying to write back cover blurbs for your stories, or have you started one and want help making yours sizzle with intrigue and impact? Would you like to utilize a series blurb but you're not sure where to start in covering all the books in your series in one succinct, powerful paragraph? Would you like to have a short, punchy version of your blurb that can be used in your marketing and author/series branding? Are you a publisher with a stable full of books that need blurb overhauls? Every author knows what a back cover blurb is, given its high-profile placement on the back cover of every book. At its crux, a back cover blurb strives to be a concise, breathtaking summary of the entire story that includes the major internal and external conflicts and the goals and motivations of the main character(s). Unfortunately, crafting an effectively good back cover blurb is no easy task, and many writers outright dislike writing them or dread the process because so much is at stake if the blurb fails to engage. A sizzling back cover blurb needs to convince readers they absolutely have to read the story inside the pages...or they'll set the book down without ever opening it. Additionally, a powerful series blurb can sell not just one book but all of them in that set! High-concept blurbs are necessary in every author's marketing to provide intriguing "sound bites" for books and series'. **WRITING BLURBS THAT SIZZLE--AND SELL!** will teach writers and publishers: The basics of blurb crafting: When to write them, how long they should be, and the three types of blurbs including back cover, series, and high-concept blurbs. Tips and tricks for crafting blurbs including worksheets and checklists to make the process foolproof. Techniques in sizing blurbs for a variety of applications as well covering the timely and viable topic of branding with blurbs. Step-by-step, do-it-yourself exercises using published works to help you develop blurb writing, revising, and evaluating skills. The genre-diverse, multi-award-winning author of almost 130 titles, including 19 series, provides an in-depth reference to all things blurbs that may help sell your books to publishers and readers alike. Karen Wiesner is the author of the bestselling **FIRST DRAFT IN 30 DAYS, BRING YOUR FICTION TO LIFE: Crafting Three-Dimensional Stories with Depth and Complexity**, and **WRITING THE FICTION SERIES: The Guide for Novels and Novellas**, all available now from **Writer's Digest Books**. Additionally, **COHESIVE STORY BUILDING** is available from **Writers Exchange E-Publishing**. Karen has crafted back cover and high-concept blurbs for all of her own books and series as well as those for the stories in several award-winning anthologies. She's also evaluated, revised and crafted back cover, series, and high-concept blurbs for the entire backlist of nearly five hundred books in one publisher's catalog. She runs a blurb service for authors called **Karen's Blurb Service** <http://www.angelfire.com/stars4/kswiesner/BlurbService.html>, where you can find more details and gain access to a massive sampling of blurbs she's written and revised in nearly every category of fiction, nonfiction, and everything in-between. You can also find more information about signing up for her blurb workshops. **WRITING BLURBS THAT SIZZLE--AND SELL!** is the definitive guide on how to craft back cover, series, and high-concept blurbs!

This book is for everyone who needs to write copy that sells – including copywriters, freelancers, and entrepreneurs. Writing copy that sells without seeming “salesy” can be tough, but is an essential skill. **How To Write Copy That Sells** supplies specific copywriting techniques for everything from email marketing, web sites, and social media, to traditional media ads and direct mail.

A high-powered Manhattan attorney finds love, purpose, and the promise of a simpler life in her grandmother's hometown. Ellen Branford is going to fulfill her grandmother's dying wish -- to find the hometown boy she once loved, and give him her last letter. Ellen leaves Manhattan and her Kennedy-esque fiance for Beacon, Maine. What should be a one-day trip is quickly complicated when she almost drowns in the chilly bay and is saved by a local carpenter. The rescue turns Ellen into something of a local celebrity, which may or may not help her unravel the past her grandmother labored to keep hidden. As she learns about her grandmother and herself, it becomes clear that a 24-hour visit to Beacon may never be enough. **The Irresistible Blueberry Bakeshop & Café** is a warm and delicious debut about the power of a simpler life. "You will devour **The Irresistible Blueberry Bakeshop & Café**. Mary Simses can write evocative detail that puts you right in the scene, with dialogue that always rings true." -- James Patterson

In **HOW TO BE AN IRRESISTIBLE WOMAN**, E .E. Kelley gives practical advice on how you can become the object of desire of men everywhere. Each featured chapter is supported with real-life stories from women of all walks of life, plus evidence to support the authors claims. A few of the sample chapters include **Learn Proper Etiquette**, **Get Glamorous**, **Befriend His Friends** and **Update Your Entourage**. Kelley uses the perfect mixture of wisdom, wit and humor to help you achieve your goals of being better, brighter and more beautiful. After reading and applying the tips in **HOW TO BE AN IRRESISTIBLE WOMAN**, your love life will soar to new heights.

Your customers are going to give you three seconds to make the sale. Do you know what to say in those three seconds? The marketing methods of the past are losing effectiveness as consumers are getting smarter and smarter and have less and less time. What is needed is a new way of doing business—a method that is simultaneously socially responsible and far more effective than "old" marketing. This new way is The Irresistible Offer. "The Irresistible Offer is the missing link in many marketing books." —Joe Sugarman, Chairman, BluBlocker Corporation "The Irresistible Offer reveals secret after proven secret guaranteed to pump fresh power into your sales process." —John Du Cane, CEO, Dragon Door Publications, Inc. "As the world's fastest reader (Guinness Book certified) I've read just about every business and marketing book in existence. The Irresistible Offer by Mark Joyner is, by far, the easiest and most powerful. If you want to make a profitable business (any business small or large), The Irresistible Offer should be your starting point." —Howard Berg, "The World's Fastest Reader" "I've read every book on marketing printed in the last 150 years. This is the first breakthrough in over fifty years." —Dr. Joe Vitale, author of The Attractor Factor "If I had to choose one modern marketing genius to learn from, it would be Mark Joyner. The Irresistible Offer belongs in the hands of everyone wanting to wildly succeed in business." —Randy Gilbert, a.k.a. "Dr. Proactive" host of The Inside Success Show

It all starts as pretend... My best friend, and one of the most powerful men in New York, needs my help. Our first kiss is unexpected—but it still makes my skin sizzle, my knees go weak. The next one is in front of his tight-knit family. We have to be convincing. But it's so wicked hot, it almost fools me too. On our first night together, he tells me that I have to keep us both in check, because he doesn't know how to keep the lines from blurring... He touches me like I'm precious, and holds me close... barely stopping his fingers from pushing down the straps of my dress... Our second night is sexy as hell. Intense. Alluring. How am I supposed to not fall in love?

Captivate the hearts and minds of young adult readers! Writing for young adult (YA) and middle grade (MG) audiences isn't just "kid's stuff" anymore--it's kidlit! The YA and MG book markets are healthier and more robust than ever, and that means the competition is fiercer, too. In Writing Irresistible Kidlit, literary agent Mary Kole shares her expertise on writing novels for young adult and middle grade readers and teaches you how to:

- Recognize the differences between middle grade and young adult audiences and how it impacts your writing.
- Tailor your manuscript's tone, length, and content to your readership.
- Avoid common mistakes and clichés that are prevalent in YA and MG fiction, in respect to characters, story ideas, plot structure and more.
- Develop themes and ideas in your novel that will strike emotional chords.

Mary Kole's candid commentary and insightful observations, as well as a collection of book excerpts and personal insights from bestselling authors and editors who specialize in the children's book market, are invaluable tools for your kidlit career. If you want the skills, techniques, and know-how you need to craft memorable stories for teens and tweens, Writing Irresistible Kidlit can give them to you. Though it's a potentially lucrative enterprise, the reality of independent consulting seldom matches the dream. Most solo consultants and boutique consulting firms are perpetually within six months of bankruptcy due to the sputtering unreliability of their new business engines. The problem, according to international consulting expert David A. Fields, is twofold: 1) lack of a consistent, proven plan, and 2) fundamental misunderstanding about what clients want in a consultant. Fields, who has helped hundreds of consultants and boutique firms worldwide build lucrative, sustainable practices, replaces the typical consultant's mindset of emphasizing expertise and differentiated processes with a focus on building relationships, engendering trust, and solving clients' existing problems. In The Irresistible Consultant's Guide to Winning Clients: Six Steps to Unlimited Clients and Financial Freedom, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human profession, Fields delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed.

A great self-help book must include a benefit that shows how your book makes your reader's life better, faster, cheaper, happier, tastier and so on... Learn the skill of "Writing Madly" and master the five steps to writing a self-help book that actually sells, with Nicholas Boothman - an author who's done it over and over. Embark on these steps in the right order and your books will fly off the shelves.

Discover Your Voice and Enthrall Readers! The craft of writing is filled with various debates: Should I include a prologue? Should I delete all adverbs from my manuscript? Just how much backstory--if any--can I include in my story? These questions--and their often-contradictory answers--can cause confusion, frustration, and even paralysis in the writer. The Irresistible Novel frees you from the limits of so-called "rules" and instead provides you with a singular goal: You must engage your readers from beginning to end. Filled with down-to-earth discussions on the various debates of writing, as well as innovative research on neuroscience and reader response, this book shows you how to:

- Navigate the various debates on writing fiction--showing versus telling, purple prose, outlining, writing description, and more--to decide what kind of novelist you want to be.
- Hack your reader's brain to hook her interest and trigger emotional engagement from the very first page.
- Incorporate enduring elements of storytelling from masters like Joseph Campbell, Aristotle, and Carl Jung. Readers want to be swept away by your stories. When you eschew the rules and focus on your readers' desires, you're free to write truly irresistible fiction.

Unleash Your Irresistibility! "Make Every Man Want You gives every woman the tools she needs to unlock her inner magnet." --Kelly Ripa Let's make one thing clear: this book is like no other dating book you've read. There are no rules, no list of things to do to land a husband in thirty days, and no reason to blame yourself if "he's just not that into you." Please. Throw those books away. Instead, let's focus on you--and how you can make yourself more appealing to others in almost every situation--whether you have a man or not. Think of it as a crash course in desirability, a life-changing lesson in loving yourself inside and out. Once you embrace your unique qualities and dissolve your bad relationship habits, you'll be amazed to find how irresistible you are to others! This girl-friendly guide reveals: Five Truths Every Irresistible Woman Needs to Know: Live in the moment, Men do not want to be changed or improved Seven Habits of Highly Unattractive Women: Boring in bed, Being needy Eight Secrets of Attracting the Right Man for You: Get rid of your "perfect man" checklist, Have your own life

Shows and describes home offices in a variety of settings and styles, and suggests ideas for storage, lighting, seating, work surfaces, and reception areas

"Secrets of an Irresistible Woman is required reading for any woman who wants to know how to capture a man's heart for keeps—and enjoy a full life in the meantime...." Today's Christian Woman Now with a brand-new cover, Secrets of an Irresistible Woman (more than 185,000 copies sold) can reach even more women with its time-tested strategies for living full, complete lives and becoming more captivating. Michelle McKinney Hammond calls on Scripture, her own experiences, and the wisdom of others to help every reader become the woman God created her to be—beautiful, gracious, loving, and desirable. Women will discover... what true love really looks like ways to enhance their natural beauty and strengthen weak areas what to look for and what to avoid when dating Includes an insightful study guide readers can use to better understand themselves and how they relate to God and others.

"The Irresistible Growth Enterprise" offers a revolutionary organizational concept that empowers businesses to convert unexpected events into their best allies and achieve exponential growth in challenging

## Read Book How To Write Your Irresistible Home Page In 7 Simple Steps Your Blueprint To Website Home Page Content That Converts Visitors Into Leads Clients How To Write Book 3

environments. A vital book for any manager whose organization's progress has been derailed by unstoppable events. Illustrations.

THE NEW YORK TIMES AND USA TODAY BESTSELLER! The secret to successful word-of-mouth marketing on the social web is easy: BE LIKEABLE. A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, and beyond, that recommendation can travel farther and faster than ever before. Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word. Praise for Likeable Social Media: Dave Kerpen's insights and clear, how-to instructions on building brand popularity by truly engaging with customers on Facebook, Twitter, and the many other social media platforms are nothing short of brilliant. Jim McCann, founder of 1-800-FLOWERS.COM and Celebrations.com Alas, common sense is not so common. Dave takes you on a (sadly, much needed) guided tour of how to be human in a digital world. Seth Godin, author of *Poke the Box* Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications. Being human — being likeable — will get you far. Scott Monty, Global Digital Communications, Ford Motor Company Dave gives you what you need: Practical, specific how-to advice to get people talking about you. Andy Sernovitz, author of *Word of Mouth Marketing: How Smart Companies Get People Talking*

Why do some books attract readers while others don't? What are the essential qualities of an irresistible read, a story people can't wait to start? And what's the secret to attracting a literary agent or publishing deal? The answer to all three questions is: Premise. A powerful premise is what separates ordinary novels from bestsellers. William Bernhardt explains the essential elements of breakout books, stories that reel in readers and attract serious attention. He discusses all the essential elements: originality, high stakes, believability, inescapable conflict, emotional appeal, and others. Plus, in the final chapter, Bernhardt explains how to turn your powerful premise into a winning pitch to attract agents and editors.

"Irresistible is a fascinating and much needed exploration of one of the most troubling phenomena of modern times." —Malcolm Gladwell, author of New York Times bestsellers *David and Goliath* and *Outliers* "One of the most mesmerizing and important books I've read in quite some time. Alter brilliantly illuminates the new obsessions that are controlling our lives and offers the tools we need to rescue our businesses, our families, and our sanity." —Adam Grant, New York Times bestselling author of *Originals* and *Give and Take* Welcome to the age of behavioral addiction—an age in which half of the American population is addicted to at least one behavior. We obsess over our emails, Instagram likes, and Facebook feeds; we binge on TV episodes and YouTube videos; we work longer hours each year; and we spend an average of three hours each day using our smartphones. Half of us would rather suffer a broken bone than a broken phone, and Millennial kids spend so much time in front of screens that they struggle to interact with real, live humans. In this revolutionary book, Adam Alter, a professor of psychology and marketing at NYU, tracks the rise of behavioral addiction, and explains why so many of today's products are irresistible. Though these miraculous products melt the miles that separate people across the globe, their extraordinary and sometimes damaging magnetism is no accident. The companies that design these products tweak them over time until they become almost impossible to resist. By reverse engineering behavioral addiction, Alter explains how we can harness addictive products for the good—to improve how we communicate with each other, spend and save our money, and set boundaries between work and play—and how we can mitigate their most damaging effects on our well-being, and the health and happiness of our children. Adam Alter's previous book, *Drunk Tank Pink: And Other Unexpected Forces that Shape How We Think, Feel, and Behave* is available in paperback from Penguin.

A novel about a wine enthusiast's descent into addiction, and "the cheerful face that money can put on an unhappy life" (*Publishers Weekly*). After dedicating countless hours to building his software company—an effort that yields him a fortune—Wilberforce walks into a London restaurant, alone, and orders an extraordinarily expensive 1982 Château Pétrus. It is quite an experience—so he asks for another bottle. From the acclaimed author of *Salmon Fishing in the Yemen*, this novel traces the journey that leads Wilberforce from the top of the world to hitting rock bottom as he revels in his newfound wealth and more: his taste for the finer things, a love affair, and a variety of friendships, including one with an eccentric and enigmatic wine merchant named Francis Black. At some point along the way, Wilberforce, once an ordinary middle-class child and then a driven, lonely workaholic, convinces himself that he's finally found the good life. But as his story unspools, he learns that Black's cellar holds some unpalatable secrets, and that passion comes at a price. "A heart-wrenching tale . . . A mesmerising page-turner." —*The Mail on Sunday* "Although Wilberforce's tale carries universal moral significance, wine lovers in particular will find Torday's descriptive and narrative powers compelling." —*Booklist*

A fascinating journey into the hidden psychological influences that derail our decision-making, *Sway* will change the way you think about the way you think. Why is it so difficult to sell a plummeting stock or end a doomed relationship? Why do we listen to advice just because it came from someone "important"? Why are we more likely to fall in love when there's danger involved? In *Sway*, renowned organizational thinker Ori Brafman and his brother, psychologist Rom Brafman, answer all these questions and more. Drawing on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, *Sway* reveals dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the "chameleon effect" (our tendency to take on characteristics that have been arbitrarily assigned to us). *Sway* introduces us to the Harvard Business School professor who got his students to pay \$204 for a \$20 bill, the head of airline safety whose disregard for his years of training led to the transformation of an entire industry, and the football coach who turned conventional strategy on its head to lead his team to victory. We also learn the curse of the NBA draft, discover why interviews are a terrible way to gauge future job performance, and go inside a session with the Supreme Court to see how the world's most powerful justices avoid the dangers of group dynamics. Every once in a while, a book comes along that not only challenges our views of the world but changes the way we think. In *Sway*, Ori and Rom Brafman not only uncover rational explanations for a wide variety of irrational behaviors but also point readers toward ways to avoid succumbing to their pull.

The Irresistible Offer How to Sell Your Product or Service in 3 Seconds or Less John Wiley & Sons

You have a terrific idea. You know it is so powerful that it could change a life, a market, or even the world. There's just one problem: others can't, or don't, see it... yet.

NEW YORK TIMES BESTSELLER • "Joyce's beguiling debut is [a] modest-seeming story of 'ordinary' English lives that enthralls and moves you as it unfolds."—*People* (four stars) IN DEVELOPMENT AS A MAJOR MOTION PICTURE • LONGLISTED FOR THE MAN BOOKER PRIZE • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY THE WASHINGTON POST Meet Harold Fry, recently retired. He lives in a small English village with his wife, Maureen, who seems irritated by almost everything he does. Little differentiates one day from the next. Then one morning a letter arrives, addressed to Harold in a shaky scrawl, from a woman he hasn't heard from in twenty years. Queenie Hennessy is in hospice and is writing to say goodbye. But before Harold mails off a quick reply, a chance encounter convinces him that he absolutely must deliver his message to Queenie in person. In his yachting shoes and light coat, Harold Fry embarks on an urgent quest. Determined to walk six hundred miles to the hospice, Harold believes that as long as he walks, Queenie will live. A novel of charm, humor, and profound insight into the thoughts and feelings we all bury deep within our hearts, *The Unlikely Pilgrimage of Harold Fry* introduces Rachel Joyce as a wise—and utterly irresistible—storyteller.

With a longing for adventure, the last thing Phillipa Peppiwell wants is to marry. After a past betrayal, she is wary when she unwittingly catches the attention of roguishly handsome—and sinfully

tempting—Lord Anthony Thornton. Forbidden desires she secretly yearns for threaten to crumble her icy facade and reveal a scandal best kept buried. Dissatisfied with his empty life, Lord Anthony seeks a deep and lasting connection...and finds himself intrigued by the Ice Maiden of the haute monde. Undaunted by Phillipa's aloof nature and her distaste for the idea of matrimony, he sets out to thaw the bewitching beauty by proving to her that adventure doesn't have to end at the altar. But he, too, hides a scandalous secret...one that could tear them apart if discovered. Each book in the Scandalous House of Calydon series is a standalone, full-length story that can be enjoyed out of order. Series Order: Book #1 The Duke's Shotgun Wedding Book #2 The Irresistible Miss Peppiwell Book #3 Sins of a Duke Book #4 The Royal Conquest

I know what people think when they hear the name Sebastian Bennett. Determined. Ruthless. Head of a business empire. From the outside, I look bulletproof. Behind closed doors, though, family always comes first. My parents. My eight—yes, eight—siblings. Every single one of them nagging at me to settle down and get married. I may be bulletproof, but I can't seem to deflect them. No matter how many times I patiently explain that I don't believe in love. I hadn't counted on Ava Lindt. Beautiful. Funny. Just as stubborn as I am. It's frankly infuriating. I only hired her as a consultant to make our next jewelry collection launch unforgettable. So why is it thoughts of her that I can't shake? Those curves, that smile... it's irresistible. And completely off-limits. She won't risk her job. I won't risk my heart. But one kiss, one touch at a time, our sizzling chemistry is turning into a deep connection. With her time at Bennett Enterprises drawing to a close, I'll have to decide what I was wrong about—her, or love.

Baking with the enemy shouldn't feel so good... Aiden: In my defense, I didn't expect to be cast on a reality baking show when I started my cam boy account. I'm just crossing my fingers no one from A Piece of Cake discovers my salacious side hustle--but I never counted on fellow contestant Nolan McAllister... Quiet, self-possessed, and infuriatingly attractive, Nolan would be perfect--if he weren't also aloof, stuck-up, and judgmental. The worst part? He accidentally walked in on me filming a very compromising video for my fans, and now he holds my future in his hands. But when Nolan and I find out we're both about to get cut from the show, we have to work together to stay. My solution? We pretend to fall for each other. There's nothing America loves more than a co-star romance. The only problem is that the more time I spend with Nolan, the more I realize he's not what he seems. And as things get steamy in the kitchen, it gets harder and harder to keep my hands--and other body parts--off of him. Fake dating my biggest rival wasn't supposed to involve real feelings, but I'm starting to realize the real prize might not be fame or money--it might just be Nolan's heart. My Irresistible Enemy is Book 3 in the Rebel Hearts series set in steamy southern Georgia. Each book is snarky, swoony, and full of heat. They can be read on their own, but are even more fun together. My Irresistible Enemy is a 100,000 word m/m romance with a cheeky cam boy, a guarded chef, a TV baking show, and fake dating and enemies to lovers themes. HEA guaranteed.

Max Horton They call me an outcast like it's a bad thing. An asshole byproduct of a shitty upbringing. I don't care about anything except myself and my little sister. I will always protect what's mine. With one year left on my hockey contract I'm keeping my head down and my eyes on the goal. A collision, with her, changes my entire existence. Allison Grant Never fall in love with a sports star. That's what my stepfather always said. He told me athletes are complicated and moody--that the higher their paycheck, the lower their morals. As public relations for the New York Stingers I know exactly what he means, but I can't seem to say no to a friendship with one beautiful, damaged man. What started out as hate turned into something else. We tried to stay away, to keep our distance, but the pull was too strong. Something forbidden turned into something so irresistible.

Packed with income-generating ideas about creating a variety of saleable written works, this guide includes information for researching and writing effective, instructional materials and calling upon a variety of publishing channels, including magazines, traditional book publishers, self-publishing, and the Internet. The mechanics behind becoming a successful writer and information packager are presented in this resource that explores how to write and sell simple information in multiple formats, allowing writers to turn specialized knowledge into money-making books and products.

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"Clever and accomplished . . . A little Irving, a little Doctorow, a little Winston Groom—[The Irresistible Henry House] is storytelling for story lovers; realism with an enchanting touch of fairy tale."—Newsday "Sweeps along with such page-turning vitality that [Henry's] story is indeed irresistible. [Grade:] A"—Entertainment Weekly In this captivating novel, bestselling author Lisa Grunwald gives us the sweeping tale of an irresistible hero and the many women who love him. In the middle of the twentieth century, in a home economics program at a prominent university, orphaned babies are being used to teach mothering skills to young women. For Henry House, raised in these unlikely circumstances, finding real love and learning to trust will prove to be the work of a lifetime. From his earliest days as a "practice baby" through his adult adventures in 1960s New York City, Disney's Burbank studios, and the delirious world of the Beatles' London, Henry remains handsome, charming, universally adored—but unable to return the affections of the many women who try to lay claim to his heart. It is not until Henry comes face-to-face with the truths of his past that he finds a chance for real love. Praise for The Irresistible Henry House "Like T. S. Garp, Forrest Gump or Benjamin Button, Henry House, the hero of Grunwald's imaginative take on a little-known aspect of American academic life, has an unusual upbringing. Grunwald nails the era just as she ingeniously uses Henry and the women in his life to illuminate the heady rush of sexual freedom (and confusion) that signified mid-century life."—Publishers Weekly (starred review, Pick of the Week) "A smart, enjoyable read that will leave you with a pleasing thought: Even for guys who just aren't that into anyone, there's hope."—People "Truly extraordinary . . . Get ready for a story, an adventure, and a cast of characters you'll never forget."—Liz Smith "Imaginatively picaresque and often gut-wrenching."—O: The Oprah Magazine "Grunwald's novel runs parallel to perfection."—Chicago Sun-Times

Personal magnetism is one of the most essential components in finding a fulfilling job, long-lasting friends, and true love—it's the oil that greases the wheels of life. In this book, you will learn something more valuable than mere acts of persuasion; you will discover the techniques and skills to become irresistibly attractive and super confident, not just for the pleasure of others but your own as well. Chapters on communication, confidence, body language, working your assets, and handling the hard stuff show you how to engage others, make the best impression every time, and play to your strengths in all situations, whether work, play, romance, family, or friendships. Lisa Helmanis, editor of Britain's Inside Out magazine, was previously Lifestyle Editor for Condé Nast Brides.

First love is unique because it is the most innocent and pure form of love. No matter how hard you try, you will never stop missing your first love. Cupid's arrow struck me through when I first laid my eyes upon her. But, I was not bold enough to strike a conversation with her even though she sits across my bench. Cupid, being a sweet angel, etched out a digital platform (Facebook) for me to overcome my shyness. Are you curious to know how a friend request to my first love brought us together in life? An Irresistible First Love tells you a story that everyone can relate to.

The scientific story of first impressions—and why the snap character judgments we make from faces are irresistible but usually incorrect We make up our minds about others after seeing their faces for a fraction of a second—and these snap judgments predict all kinds of important decisions. For example, politicians who simply look more competent are more likely to win elections. Yet the character judgments we make from faces are as inaccurate as they are irresistible; in most situations, we would guess more accurately if we ignored faces. So why do we put so much stock in these widely shared impressions? What is their purpose if they are completely unreliable? In this book, Alexander Todorov, one of the world's leading researchers on the subject, answers these questions as he tells the story of the modern science of first impressions. Drawing on psychology, cognitive science, neuroscience, computer science, and other fields, this accessible and richly illustrated book describes cutting-edge research and puts it in the context of the history of efforts to read personality from faces. Todorov describes how we have evolved the ability to read basic social signals and momentary emotional states from faces, using a network of brain regions dedicated to the processing of faces. Yet contrary to the nineteenth-century pseudoscience of physiognomy and even some of today's psychologists, faces don't provide us a map to the personalities of others. Rather, the impressions we draw from faces reveal a map of our own biases and stereotypes. A fascinating scientific account of first impressions, Face Value explains why we pay so much attention to faces, why they lead us astray, and what our judgments actually tell us.

A sexy, single-dad romance standalone Don't sleep with the nanny. That should be a simple rule to follow, but some things are easier said than done. Especially when the nanny I hire to take care of my wild child daughter turns out to be the one I can't forget. The woman I shared a red-hot anonymous kiss with a few weeks ago when we were trapped in an elevator? Yeah, seems she's one and the same—sweet, sexy, irresistible Daisy. When she shows up in town, fresh-faced and ready to care for my kid, it hits me like a kick from a stubborn mare. I'm in way over my head. I've been fantasizing about seeing my elevator woman again. And now I'm seeing her every damn day at the breakfast table, or at the playground with my adorable daughter. Daisy is exactly what my little girl needs. But every day I spend with Daisy makes me want her more, only I can't have her. I won't risk breaking the unbreakable rule to take a chance at love. Until the night I do.

Feel empowered. Look youthful. Love your irresistible life. Despite our greatest intentions (and having the knowledge and tools at our fingertips), we too have struggled at times to make self-care a priority. As a result we have ended up feeling worn-down, stressed-out, disempowered, and less than ourselves. Sound at all familiar? We will guide you through four seasons of self-care that can transform your life. We draw upon the ancient principles and practices of Ayurveda and Yoga with the sass and sensibility of the busy, modern-day woman. These easy-to-follow food routines, Yoga practices, beauty secrets, home remedies, cleanses, and self-care suggestions will bring you radiant health for life. Everything in this book has helped us shine in our own lives. If you too desire - amazing energy - glowing skin - restful sleep - excellent digestion - and a positive outlook...this illuminating Ayurveda and Yoga guidebook is for you! "Madhuri and Glynnis have united the timeless wisdom of Ayurveda and the ancient spiritual discipline of Yoga in a most simple, practical way that can heal every individual and unfold the inner harmony of life in daily living." --Vasant Lad, B.A.M.S., M.A.Sc, Ayurvedic Physician Author of Ayurveda: Science of Self-Healing, Textbook of Ayurveda series and more "With their earned expertise, Glynnis & Madhuri have made the immense power of Ayurveda so incredibly easy to practice--daily and deeply. As a big fan of Ayurveda, this is the system I've been looking for--both logical and loving, ritualistic and practical, ancient and modern." --Danielle LaPorte, creator of The Desire Map & The Fire Starter Sessions "Instead of feeling exhausted at the end of each day, Your Irresistible Life allows us to flow with the seasons, with the current of nature, finishing each day with the same energy as we started." --Dr. John Douillard DC, LifeSpa.com

In this valuable handbook, writers learn how to market the potential of a book idea and effectively communicate that potential in a proposal that publishers will read.

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