

Pop Create The Perfect Pitch Title And Tagline For Anything

What's YOUR story? In the hypercompetitive world of Silicon Valley, this question has replaced "What's your pitch?" It's another way of asking, "Who are you?" The art of the pitch is nothing short of a survival skill. If an entrepreneur can't convince an investor in 10 minutes that a business idea has potential, that is often the end of it. If a project manager in a large enterprise can't win support from other stakeholders, his or her project is at risk. You always need to be selling yourself, pitching your partners or your clients to work with you, or pitching what makes your new business an exciting and worthwhile investment. You may not realize it right now, but you do have a one-of-a-kind story to tell, one that makes you stand out from everyone else—a unique tale that makes you, your product, or your business unforgettable. In *One Perfect Pitch*, Marie Perruchet will help you discover it, hone it, and present it, so that you get buy-in from colleagues and potential investors. Learn:

- How to mine the worst experiences of your life for your pitch
- How to tell me, show me, and sign me up in one minute
- How to make a good impression through any medium
- The dos and don'ts of pitching etiquette—and how to correct common mistakes
- The unspoken rules in Silicon Valley

A former mentor at 500 Startups, where she was a pitching coach to world-changing companies at one of the largest incubators in the U.S., Perruchet shares her proven methodology, insider advice, and hands-on exercises. She provides a step-by-step framework that ensures you are pitch perfect whenever you need to sell an idea, a product, a business—or yourself. Marie Perruchet is the founder of One Perfect Pitch, a San Francisco-based consulting firm. Drawing on her experience as a BBC journalist and news correspondent, she works with business executives to shape their stories and deliver effective pitches. As a former mentor at 500 Startups, the largest accelerator program in the U.S., she helped prepare startup founders and entrepreneurs for Demo Day, when they pitch venture capital funds and angel investors. Her clients include multinationals, tech incubators and accelerators, startup founders and entrepreneurs, and portfolio companies. Perruchet also coaches C-level executives from around the world and has been featured in the *Wall Street Journal*, *Marie Claire*, and *Le Monde*.

Ready to turn your ideas into income? IDEAprenneur will show you how to: Increase your flow of ideas, Assess your ideas for uniqueness and money-making potential, Position, package and communicate your ideas so they get noticed, respected and bought, Market, merchandise and monetize your ideas through a variety of strategic business activities.

The Canadian Pop Music Encyclopedia - Volume 2 (L thru Z) is part two of the Canadian Pop Music Encyclopedia reference music book series featuring biographies, discographies, and photos indexed alphabetically for nearly 1200 Canadian Popular Music recording artists from 1949 to 2011 inclusive. 440 pages. Written by Jaimie Vernon, a 30 year veteran of the Canadian music industry.

POP! Create the Perfect Pitch, Title, and Tagline for Anything Penguin

Imagine you are doing less but being more productive. Imagine consuming less or owning less but being more content. Imagine having more time to do more meaningful things. Imagine being right there where you want to be without fretting and rushing about. Imagine living a simpler, lighter and happier life. We have lost sight of the art of simple living. The good news? It's always there and it doesn't take a moon mission to get there. This book is purely designed to guide you there. Society has become increasingly complex. Each day we run through multiple tasks, maintain different relationships with our peers and family, sift through massive amounts of information and take quick decisions that in some way affects our future. We are doing more but we are not necessarily more productive. We are consuming more but we are not necessarily richer or healthier. We are experiencing more but we are not any wiser. We are constantly on the move but not getting anywhere in particular. We own more stuff but perhaps not happier. So what's the point? You can start learning the art of simple living or minimalist living today and change your life dramatically. Minimalist living means decluttering your life from all the stuff that is inessential to your life purpose and happiness. A simple life is not one where you renounce all things in life but one where you create more space to accommodate the real and meaningful things essential to your life progress. In this book you will learn:

- How to get rid of those things that are inessential to your life and that are just weighing you down - The simplest life-changing thing ever!
- How to let go of the mental blockers and beliefs that are holding you from simplifying your life and aligning with your life purpose (Very powerful!)
- How to simplify and declutter you living and working space - an effective how to guide
- How to manage your time more effectively - little practical secrets that always work like a charm
- How to organise yourself in super effective routines that will minimize work and clutter to a bare minimum
- How to focus on what is essential for yourself and loved ones - Live without needless worries, hassle and problems
- Discover effective ways to simplify your work and business through smart use of technology and leveraging on other people's skills!
- How to stay focused and avoid distractions from information overload
- Learn how to simplify your decision making and make elegant choices effortlessly
- How to focus on things that are in line with your purpose and getting more done with less work and effort
- How to smartly prioritise your tasks at work or business and keep on top of things with less stress
- A smart approach to manage your email and avoid letting your inbox take over you
- Understand the simple but powerful rules of creating healthy & loving relationships
- How to bring simplicity into parenting - a guide to help you simplify parenting & understand what is best for your children

In an impatient world of infobesity, people don't want more information - they want to be intrigued and they want to be intrigued fast. After all, goldfish have longer attention spans than humans - nine seconds to our eight. Sam Horn reveals her "secret sauce" for truly connecting with people - whether it's one or one million. Her disruptive eight-stage INTRIGUE process teaches readers how to replace boring, overlong, one-way communications with concise, compelling, mutually rewarding two-way interactions that add value for all involved. The bottom line? If you can't get people's favorable attention, you'll never get their business. The insights and instantly useful ideas here will get smartphones down and eyebrows up. Readers will appreciate these innovative, but proven ways to win respect and motivate people to take action now, whether that's to hire you, refer you, fund you, or say yes to you. --

Millions of artists, entrepreneurs, crafters, and solopreneurs dream of making a living doing what they love. But turning their vision into a viable business plan can feel like trying to fit a square peg into a round hole. Jennifer Lee knows what it's like to make the entrepreneurial leap — and how to do it successfully. The key is showing creative types how to use — rather than stifle — the imagination and intuition that make them creative in the first place. Lee's illustrated, colorful worksheets and step-by-step instructions are playful yet practical, enabling readers to get down to the essential business of defining their vision and nailing down plans for funding, marketing, networking, and long-term strategy. Both budding and seasoned business owners will benefit from Lee's wonderfully original approach. Discover how to:

- Develop a financial plan with fun and flair
- Select your circle of support to get the work done
- Clarify your business values and goals
- Paint a picture of your business landscape
- Understand your competition and what makes you stand out from the crowd
- Identify your perfect customers and create a marketing plan to reach them
- Map out concrete action steps to bring your Right-Brain Business Plan to life

GOLD MEDALIST IN THE 2015 FOREWORD REVIEWS' INDIEFAB AWARDS IN CAREER! Did you know:

- Goldfish, yes, goldfish, have longer attention spans than we humans do?
- One in four people abandons a website if it takes longer than four seconds to load?

Imagine if there were ways, in a world of impatience and INFObesity, to quickly intrigue busy, distracted people and earn their interest, trust and buy-in? Imagine if there was a process for pleasantly surprising decision-makers and convincing them you're the right person for the job, position, project or contract? You don't have to imagine it, Sam Horn has created it. Sam's innovative techniques have helped her clients close deals and raise millions of dollars and will be your "secret sauce" to getting funded, hired, elected, promoted or referred.

Captain Ben Hawkins is finishing up a routine Army inspection at the Tupelo Chemical Research Facility when he discovers that several pounds of the nerve toxin VX-212 slated for destruction can't be accounted for. Soon an FBI team is on the trail of Mahmoud, who can't forget his father's fate in the Iraq-Iran war, and Saman, whose parents were on Iran Flight 655, shot down by the American cruiser, the USS Vincennes. Their hatred of the country they blame for their losses leads them to the United States for revenge. Colonel Kashani, a senior Iranian intelligence officer, stumbles upon the plan and he understands the dangers of enraging the American dragon. His challenge is to stop a terrorist plot without being ensnared by the FBI. And when the FBI investigation reaches a dead end, Hawkins must decide whether to risk his career-and possible arrest-to stop the attack, even if it means working with a foreign agent.

In a hopeful attempt to interpret a recurring dream, a Hollywood actor books himself on an exotic tour to South America. Twenty years after the TV show that pushed him into childhood stardom, Leon Reinheart begins to feel his career plummeting when his summer blockbuster tanks at the box office. With nothing to lose, he decides to leave for six months in search of an answer to his persistent dream that is beginning to generate migraines. He books a luxury tour with Puma Travel, a company that caters to wealthy clients, including Adrik the minotaur and Hope Perkins, international pop diva. Adrik's discovery prompted his human father to push for more acceptance from the world, though he distances himself from humanity. Hope appears happy in her blossoming career except amidst the public eye. Her crush on Leon sours from his vanity and when her past catches up with her, she becomes desperate to escape it, forcing Adrik to rethink his heritage. Leon battles his ego in an effort to reconnect with Hope and as his migraines worsen, he decides to rid himself of the dream once and for all.

A manual for verbal self-defense explains how to transform hostility, eliminate aggression, handle tormenters, control emotion, and promote harmonious conversation.

The how-to guide to becoming a go-to expert Within their fields, thought leaders are sources of inspiration and innovation. They have the gift of harnessing their expertise and their networks to make their innovative thoughts real and replicable, sparking sustainable change and even creating movements around their ideas. In *Ready to Be a Thought Leader?*, renowned executive talent agent Denise Brosseau shows readers how to develop and use that gift as she maps the path from successful executive, professional, or civic leader to respected thought leader. With the author's proven seven-step process—and starting from wherever they are in their careers—readers can set a course for maximum impact in their field. These guidelines, along with stories, tips, and success secrets from those who have successfully made the transition to high-profile thought leader, allow readers to create a long-term plan and start putting it into action today, even if they only have 15 minutes to spare. Offers a step-by-step process for becoming a recognized thought leader in your field Includes real-world examples from such high-profile thought leaders as Robin Chase, founder and former CEO of Zipcar; Chip Conley, author of *PEAK* and former CEO of JDV Hospitality; and more Written by Denise Brosseau, founder of Thought Leadership Lab, an executive talent agency that helps executives become thought leaders, who has worked with start-up CEOs and leaders from such firms as Apple, Genentech, Symantec, Morgan Stanley, Medtronic, KPMG, DLA Piper, and more *Ready to Be a Thought Leader?* offers essential reading for anyone ready to expand their influence, increase their professional success, have an impact far beyond a single organization and industry, and ultimately leave a legacy that matters.

Discover how to become an entrepreneur by starting your own small business Do you hate your job? Are you looking for a way to build the lifestyle you want? Do you want to work from home but have no business ideas? Would you like to explore new business opportunities? Becoming an entrepreneur and starting your own business is actually not as difficult as what most people would have you believe. You don't need a MBA or business degree, nor do you need years of experience. Entrepreneurs start small businesses, often highly successful, with a few simple business ideas and not much else. Take Action! and *Start your own Business* explores why entrepreneurs go out on their own and how they go about it. **** The myths surrounding starting your own business are stripped away. This book will show you: How to start your own business. Where to look for new business ideas. How entrepreneurs take business ideas and turn them into profit. How running a small business can free you from the rat race. How to build your life around your unique purpose in life. Taking Consistent Action is Key to Changing your Life Do you want your own profitable small business that will bring fame and success? Do you desire financial independence and personal freedom? Would you love to improve your relationships and make them more fulfilling by being able to spend more quality time with your loved ones?**** Becoming an entrepreneur and starting your own business becomes easy once you know how. You can achieve all of the above, but you must be willing to take action. If you apply the principles taught, you can become an entrepreneur and start a small business faster than what you ever imagined possible. Will this be one of those books that will change your life and start you on your entrepreneurial journey? There's only one way to find out ...Starting a business has never been made this easy!

When Aislinn Amon's father disappears, her mother drags her from New York to Indiana where she is to attend a new boarding school - Source High. At Source High, Aislinn finds herself in a whole other world than what she knew. Everyone has something supernatural about them, including her. Soon, she finds that she's not the normal, rebel, messed up teenage girl she thought she was. Her friends try to help her along the way when trouble comes knocking on her door. People die, she finds herself falling in love with, something she swore she'd never do, and secrets start to form. Can Aislinn cope with everything that's happening? Can she handle the life she's been forced to deal with? Or will she crack under the heavy pressures laid upon her seventeen-year-old shoulders?

Discover the wonder of a life with God you can't contain. The pages of scripture are full of ordinary people who walked with God as he poured himself out through them to a world in need. What if God never changed? What if he is still speaking to us and longing to work miraculously through us? What if it isn't a matter of more training or effort but simply receiving and releasing everything he already purchased? "Life in the Overflow" invites you to know God intimately as your Daddy in a way that spills out of you naturally. Filled with disarming honesty and fervent expectation, this book mirrors a reflection of who you are, who your God is and what he actually longs to do through "ordinary, messy kids" today!

Craig Comes planned for a journalism career, while his friends expected him to become a bestselling author. But un-diagnosed Attention Deficit Disorder (ADD) and Depression struck after college. After the writing stopped, delusion and denial lead to poverty. long term joblessness and self-imposed exile. Returning to himself would take 15 years in a journey spanning from California Wine Country to the South African veld. This is his story.

Write your business book without wasting time or money—a “superb” guide for executives, entrepreneurs, and thought leaders (Henry DeVries, author of *Persuade with a Story*). *Write Your Book in a Flash* shows how to get focused fast, so you can write your book without tearing your hair out. As with any enterprise, writing a book requires a clear system—or nothing gets finished. Unlike books that show you why you should write a book, this book actually shows you how to write a book! You'll discover: How to write a simple outline that makes the writing process faster and easier How to get stunning testimonials to help sell your book How to find and manage beta readers who will share honest feedback before the book is published How to research interesting ideas, stories, and facts so you never run out of ideas or information How to overcome “The Imposter Syndrome” and other limiting beliefs that stifle nearly every would-be author Clear examples that show you what to do (and what not to do) Empowering exercises that show you how to write better and faster Simple how-to steps anyone can follow to write a book Business leaders who write books get more clients at higher fees, have more impact, develop more credibility, and have more influence where it matters most: in front of clients, customers, and prospects. This is the perfect book to read if you are a thought leader, entrepreneur or business executive who wants to write a business book to build your personal brand, open doors to new opportunities, and leave a legacy of wisdom to future generations.

The author of the "Adweek" bestseller "Truth, Lies & Advertising" now shows readers how the principles of advertising research and planning can be applied to the business of presenting and selling ideas. A fast and practical visual storytelling method that puts a powerful new toolkit into the hands of leaders, innovators, salespeople, teachers and anyone else who needs to quickly make an impact on increasingly distracted audiences. The Pop-Up Pitch is a radical new approach to help you create the perfect presentation, combining three key elements of persuasive storytelling—simple pictures, clear words, and powerful emotions—that together motivate audiences to pay attention, learn something new, and make effective decisions. The Pop-Up Pitch weaves together the latest insights on visual cognition, behavioral economics, and classic story structures in an easy-to-learn and inspiring storytelling algorithm. In this new era of remote, work and online presenting, it delivers powerful and persuasive outcomes for time-limited professionals dealing with complex ideas, attention-deficit audiences, and the evolving challenges of modern meetings.

Why do some ideas break out and others fade away? What causes people to become so excited about a product that they can't wait to tell their friends? How can an idea be communicated so that it catches fire in people's imaginations? Popular author, consultant, and workshop leader Sam Horn identifies what makes an idea, message, or product break out, and presents a simple and proven process?POP! (Purposeful, Original, Pithy)?to create one-of-a-kind ideas, products, and messages that pop through the noise, off the shelf, and into consumers' imaginations.

Caleb faces two key questions in his 23rd year: can he be happy with a retail career that falls short of his artistic dreams, and which girl should be the focus of his neurotically awkward dating life?Fellow mall worker Leah should be a blonde ray of sunshine, but she is overshadowed when teenage crush Sophie unexpectedly returns to Caleb's life.The Perfect Hours explores the ever-present battle between the urge to dream and the safety of settling. It's about how the moments when everything is right make all the struggle and uncertainty worthwhile.

Hairnigans. Friendship. Big Dreams. The previously scheduled life Maya Hatton planned has been interrupted for an emergency broadcast announcement. A news station manager threatens to destroy over twenty years of brand and image building with a new contract from hell. Her husband Roddreccus moved into the rental property and refuses to move home without explanation. Instead of finding confidence, fun, and freedom as she enters her mid-fifties she's faced with crises. Fans believed she had it all together but her dream team lost a member, a villain hijacked her fairy tale marriage and now she needs to remember how to be the Maya everyone thinks she is or lose the best thing she ever had. Natural Sistahs series is written by an African American author whose chosen her natural hair since 1998. While one of many indie published black authors she considers her books appropriate for the women's fiction category though most would be shelved in the black fiction, black books, African American women's fiction, or black women's fiction section in most physical bookstores.

Pop music blog publishes it's first anthology of interviews. This book contains all of P!B!B!'s interviews thus far, including some chats with some chats with... Dev, Wallpaper., Karmin, Outasight, Neon Hitch, ZZ Ward, and Ed Sheeran. Of course there's a lot more in the book than just that, but we're bragging here.

"Inspired me to ask myself why and to stop postponing the forgotten dreams." —Geneen Roth, #1 New York Times bestselling author of Women Food and God and This Messy Magnificent Life Full of inspirational insights and advice, lifehacks, and real-world examples, Someday is Not a Day in the Week is CEO Sam Horn's motivational guide to help readers get what they want in life today rather than "someday." Are you: • Working, working, working? • Busy taking care of everyone but yourself? • Wondering what to do with the rest of your life? • Planning to do what makes you happy someday when you have more time, money, or freedom? What if someday never happens? As the Buddha said, "The thing is, we think we have time." Sam Horn is a woman on a mission about not waiting for SOMEDAY ... and this is her manifesto. Her dad's dream was to visit all the National Parks when he retired. He worked six to seven days a week for decades. A week into his long-delayed dream, he had a stroke. Sam doesn't want that to happen to you. She took her business on the road for a Year by the Water. During her travels, she asked people, "Do you like your life? Your job? If so, why? If not, why not?" The surprising insights about what makes people happy or unhappy, what they're doing about it (or not), and why...will inspire you to carve out time for what truly matters now, not later. Life is much too precious to postpone. It's time to put yourself in your own story. The good news is, there are "hacks" you can do right now to make your life more of what you want it to be. And you don't have to be selfish, quit your job, or win the lottery to do them. Sam Horn offers actionable, practical advice in short, snappy chapters to show you how to get started on your best life — now.

As a child, Biddu dreamt of going west and making it big as a composer. At the age of sixteen, he formed a band and started playing in a cafe in Bangalore, his home town, At eighteen, he was part of a popular act at Trinca's, a nightclub in Calcutta devoted to food, wine and music, At nineteen, he had college students in Bombay dancing to his music. In his early twenties, he left the country and ended up hitchhiking across the Middle East before arriving in London with only the clothes on his back and his trusty guitar. What followed were years of hardship and struggle but also great music and gathering fame. From the nine million selling "Kung Fu Fighting" to the iconic youth anthem of "Made in India" and the numerous hits in between. Biddu's music made him a household name in India and elsewhere. In this first public account of all that came his way: the people, the events,the music tours and companies Biddu writes with a gripping sense of humor about his remarkable journey with its fairy tale ending. Charming, witty, and entirely likable, Biddu is a man you are going to enjoy getting to know.

NEW EDITION, REVISED AND UPDATED When it comes to creating ideas, we hold ourselves back. That's because inside each of us is an internal editor whose job is to forever polish our thoughts so we sound smart and in control and so we fit into society. But what happens when we encounter problems where such conventional thinking fails us? How do we get unstuck? For Mark Levy, the answer is freewriting, a technique he's used for years to solve all types of business problems and generate ideas for books, articles, and blog posts. Freewriting is deceptively simple: start writing as fast as you can, for as long as you can, about a subject you care deeply about, while ignoring the standard rules of grammar and spelling. Your internal editor won't be able to keep up with your output—you'll generate breakthrough ideas and solutions that you couldn't have created any other way. Levy shares his six secrets to freewriting as well as fifteen problem-solving and creativity-stimulating principles you can use if you need more firepower—seven of which are new to this edition. Also new to this edition: an extensive section on how to refine your raw freewriting into something you can share with the world.

What's Your Green Goldfish is based on the simple premise that employees are the key drivers of customer experience and that "Happy Employees Create Happy Customers." The book

focuses on 15 different ways to drive employee engagement and reinforce a strong corporate culture. It's the second book in the goldfish trilogy. The first book was an Amazon Best Seller entitled, What's Your Purple Goldfish. Purple focused on customers, whereby Green focuses on employees. Both books are based on a revolutionary new approach called marketing g.l.u.e. (marketing by giving little unexpected extras). The book is based on the findings of the Green Goldfish Project, an effort which crowd sourced 1,001 examples of signature added value for employees. Key themes emerged from the Project. The book is filled with over 200 examples. PRAISE FOR WHAT'S YOUR GREEN GOLDFISH "Stan is the sherpa that guides executives along the journey between the heart and mind of business stakeholders. Stakeholders aren't always customers though. At a time when company vision and culture matters more than ever, it takes inspired and engaged employees to bring them to life." - Brian Solis, author of What's the Future of Business #WTF, The End of Business as Usual and Engage "So often overlooked, and so very vital to building company value... empowering employees to support each other and the brand. Stan Phelps 'gets' it and Green Goldfish will walk you step-by-step though achieving this critical goal." - Ted Rubin, author of Return on Relationship "Great customer centric organizations only exist because of engaged and empowered employees. The Green Goldfish is packed with awesome examples of what world class companies are doing today to inspire and reward their employees. If you see value in truly building an "A Team," Green Goldfish will be, without question, your single best reference." - Chris Zane, Founder and President of Zane's Cycles, author of Reinventing the Wheel, the Science of Creating Lifetime Customers "Stan Phelps takes customer service to a whole new level by focusing on EMPLOYEE service, and how to do well by your employees - so they take care of your customers. Packed with stories, insights and R.U.L.E.S. any company can follow, this book is a must-read for managers of companies of all shapes and sizes who know that employees don't leave jobs - they leave managers, especially when they don't feel your love and appreciation. Pick this up, and start engaging your team and making more GREEN - Phil Gerbyshak, author of The Naked Truth of Social Media "Our large-scale research shows unequivocally that engaged employees are more likely to work longer, try harder, make more suggestions for improvement, recruit others to join their company, and go out of their way to help customers. They even take less sick time. Companies can tap into the enormous value of engaged employees by following the 15 ideas that Stan lays out in this book." - Bruce Temkin, author of The Six Laws of Customer Experience "Too often, the actual employment experience delivered on the job does not measure up to the version sold to job candidates during the interview process. In What's Your Green Goldfish, Stan Phelps offers 15 ways to close the gap." - Steve Curtin, author of Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary (AMACOM, June 2013) "In What's Your Green Goldfish, Stan Phelps brilliantly applies the idea of 'doing a little something extra' for employees. You know, those people that actually get the work done and keep customers happy. Read it, put some of the ideas to work, and soon you'll be reaping more 'green' from your customers." - Bob Thompson, Founder and CEO, CustomerThink Corp.

Shayla had no idea her life would turn out like it did. She had two kids, independent, a college degree, owns a Top Business Consulting firm in Buckhead, Atlanta and a Non-profit organization for the community, but in the midst of it all she was Trapped. Trapped in love, hate, lust and PAIN!! She had a natural body that these women would die for, her personality made her beautiful, her presence was unreal and she had a smile that would lighten up your darkest days. Shayla wasn't your average chick she was street and book smart, but had one problem men was her weakness. She picked the men she had the weakness for. Shayla was living a triple life and the walls were starting to close in on her fast.. Shayla was focused on her businesses, but on the flip side enjoyed herself, She never meant to hurt anyone feelings, so she tried to be as upfront as possible when they would ask, which was never so, she never offered the information. She is about to go for the ride of her life, she's a street girl by nature, maybe she can get herself out it. Her best friend Kisha is by her side to support her until Shayla finds out her secret. Shayla is into deep.....

"A rich, sensual, bewitching adventure of good vs. evil with love as the prize." ~Publisher's Weekly on ETERNITY 300 years ago, Raven St. James was hanged for witchcraft. But she revives among the dead to find herself alive. She is an Immortal High Witch, one of the light. A note from her mother warns that there are others, those of the Dark, who preserve their own lives by taking the hearts of those like her. Duncan Wallace's forbidden love for the secretive lass costs him his life. 300 years later, he loves her again, tormented by hazy memories of a past that can't be real. She tells him of another lifetime, claims to be immortal. Though he knows she's deluded, he can't stay away. And the Dark Witch after her heart is far closer than either of them know. If you liked the TV Series HIGHLANDER, you will LOVE this series. Don't miss Book 2, INFINITY. "A hauntingly beautiful story of a love that endures through time itself." ~New York Times Bestselling Author, Kay Hooper "This captivating story of a love that reaches across the centuries, becomes as immortal as the lover's themselves, resonates with timeless passion, powerful magic, and haunting heartbreak." ~BN.com's official review

It is an adaptation of the age-old Biblical tale of David and Goliath and opens the door for discussions on self-confidence and faith in the face of great obstacles. It is also an excellent book for schools, day cares and Sunday Schools. It is simple, inviting story, and is widely available in print and e-book for easy access.

Get heard by being clear and concise The only way to survive in business today is to be a leancommunicator. Busy executives expect you to respect and managettheir time more effectively than ever. You need to do thegroundwork to make your message tight and to the point. The averageprofessional receives 304 emails per week and checks theirsmartphones 36 times an hour and 38 hours a week. This inattentionhas spread to every part of life. The average attention span hasshrunk from 12 seconds in 2000 to eight in 2012. So, throw them a lifeline and be brief. Author Joe McCormack tackles the challenges of inattention,interruptions, and impatience that every professional faces. Hisproven B.R.I.E.F. approach, which stands for Background, Relevance,Information, Ending, and Follow up, helps simplify and clarifycomplex communication. BRIEF will help yousummarize lengthy information, tell a short story, harness thepower of infographics and videos, and turn monologue presentationsinto controlled conversations. Details the B.R.I.E.F. approach to distilling your message intoa brief presentation Written by the founder and CEO of Sheffield Marketing Partners,which specializes in message and narrative development, who is alsoa recognized expert in Narrative Mapping, a technique that helpsclients achieve a clearer and more concise message Long story short: BRIEF will help you gain themuscle you need to eliminate wasteful words and stand out from therest. Be better. Be brief.

GLUTEN-FREE GHOULS is a FUN, COLORFUL children's book that will be a DELIGHT TO ALL READERS young and old while sharing a valuable lesson on why it's important to eat healthy! The six Gluten-Free Ghoul characters Gloppy, Bogey, Teaky, Oafie, Pops, and Bonkers live in a giant treehouse and love to play baseball and golf - and they even skateboard! But their

favorite thing to do is eat! Join them as they scramble through town gobbling up leftover pizza, spaghetti, and their favorite pies. The only trouble is that their not-so-healthy eating habits begin to create some frustrating and itchy symptoms. Their doctor tells them to eat a gluten-free diet. *Gluten-Free Ghouls* is a great rhyming book that is sure to bring about some giggles as children enjoy the silly characters while the story builds awareness of the importance of eating well. Food sensitivities like gluten or allergies such as peanuts, dairy, etc. are so prevalent these days and children need to be aware of what can happen even if they don't have celiac disease (a severe innate autoimmune disorder) or aren't allergic to certain foods themselves. It also helps children without gluten sensitivities or allergies to better understand what their friends go through who do have to follow specific diets. As for friends who have celiac disease, gluten sensitivities or food allergies, *Gluten-Free Ghouls* will show them that others deal with the same issues even six hungry green ghouls. **GLUTEN-FREE GHOULS WOULD BE A GREAT ADDITION TO ANY BOOKSHELF IN ANY LIBRARY, SCHOOL, OR HOME.** Please visit us online at glutenfreeghouls.com. With an adult's/parent's approval, children can join the **GLUTEN-FREE GHOUL'S FAN CLUB** and receive a **FREE FAN CLUB BOOKMARK** when they e-mail paige@glutenfreeghouls.com and share what they like most about the book and who their favorite Gluten-Free Ghoul is.

A man patiently watches a group of young girls walk home from school, waiting for the perfect moment to take the one child he has designated as his next victim. However, what this predator does not know is that he, too, is being stalked. There is someone in the shadows—a trained Citizen—who is ready to make sure that the child under his assigned protection is never harmed. One pedophile, one abuser, one killer at a time; this Citizen and others like him will take a stand against those who prey on the weak and the innocent.

“Anyone who comes to pitch on Shark Tank should read this book first!” —Barbara Corcoran, ABC's Shark Tank “I have seen literally thousands of companies trying to raise capital and know that a great pitch deck is critical. This book gives you the playbook for creating yours.” —Naval Ravikant, cofounder and CEO, AngelList “I raised twice the amount of money I set out to in a mere five weeks. I'm naming my firstborn child after the Evans.” —Slava Menn, cofounder and CEO, Fortified Bicycle **HOW DO YOU LAUNCH THE VENTURE OF YOUR DREAMS? Get Backed** isn't just about startup fundraising. It's a handbook for anyone who has an idea and needs to build relationships to get it off the ground. Over the last 3 years, entrepreneurs Evan Loomis and Evan Baehr have raised \$45 million for their own ventures, including the second largest round on the fundraising platform AngelList. In *Get Backed*, they show you exactly what they and dozens of others did to raise money—even the mistakes they made—while sharing the secrets of the world's best storytellers, fundraisers, and startup accelerators. They'll also teach you how to use “the friendship loop”, a step-by-step process that can be used to initiate and build relationships with anyone, from investors to potential cofounders. And, most of all, they'll help you create a pitch deck, building on the real-life examples of 15 ventures that have raised over \$150 million. What's in the book? • The original pitch decks and fundraising strategies of 15 ventures that raised over \$150 million • Email scripts that will get you a meeting with angel investors, venture capitalists, and potential board members • Pitching exercises developed by startup talent beds like Stanford University's d.school and Techstars • A breakdown of the 10 essential pitch deck slides, how to create them, and what questions you should answer with each • An overview of the 5 main funding sources for startups, the pros and cons of each, and who the big players are • A crash-course in visual and presentation design that will make any deck beautiful • Templates for 4 stories every entrepreneur should know how to tell • The story of one entrepreneur who showed up in Silicon Valley with no network and six months later had investments from Fred Anderson, Bono, and Peter Thiel *Get Backed* will show you exactly what it takes to get funded and will give you the tools to make any idea a reality.

A succinct survey of Western popular music since the advent of sound recordings. Exhaustive in its coverage of musical genres and styles, including chapters on jazz, the blues, country & western, the Tin Pan Alley pop tradition, R&B, 1950s rock 'n' roll (and countless offshoots such as rockabilly, doo-wop, novelty songs, instrumentals, girl groups, teen idols, et al.), the British Invasion, the American Renaissance (most notably, soul, the California Sound, and folk rock), and the seemingly infinite variety of hybrids occurring since the late 1960s: progressive rock, disco, punk/new wave, alternative rock, rap/hip-hop, and much more. Representative recordings are noted for each discussed style. The author taught a University pop music survey course over the past 20 years.

New startups are created every day around the world, with many founders dreaming of millions of users and billions of dollars. But the harsh reality is that very few will succeed. How can entrepreneurs stack the odds in their favor? By learning from the experiences of startup founders, executives, and investors who've been there before. That's exactly what *"How to Start a Startup"* provides, sharing essential lessons from 25+ Silicon Valley insiders who've faced the challenges of starting a new business and come out swinging. Based on a Stanford University course taught by Y Combinator (the prestigious startup accelerator behind companies like Dropbox and Airbnb), this in-depth reference guide features advice from experts like: - Reid Hoffman, LinkedIn co-founder - Dustin Moskovitz, Facebook co-founder - Paul Graham, Y Combinator co-founder - Marc Andreessen and Ben Horowitz, co-founders of Netscape and Andreessen Horowitz venture capital firm - Peter Thiel, co-founder of PayPal and Founders Fund, early Facebook investor - Ben Silbermann, Pinterest co-founder and CEO Nominated as "Book of the Year" by Product Hunt (the leading Silicon Valley community for discovering the best new products), *"How to Start a Startup"* reveals the secrets to raising money, building products users love, hiring a great team, getting press coverage, attracting customers, growing your business, and more. No matter what type of product you're creating (web, mobile, hardware, online-to-offline, etc.) or what audience you're targeting (consumers or the enterprise), this playbook will give you all the information necessary to launch and scale a successful startup. This book was created independently by the publishers and all net proceeds will go to support charitable causes promoting wider access to opportunity for all.

Increase ROI through more effective brand marketing According to CMO.com, we are exposed to more than 5,000 brand messages each day. Marketers call this “creating engagement,” and each comment, share, or re-tweet is supposed to be a win. But is this deluge of content really working to shift perception, change behavior, or sell products? The truth is, only 5% of people say that social media has a profound effect on their purchasing decisions. Moreover, only 2.7% of people are willing to stick their neck out on the line to recommend your brand via social media, a factor known as “social risk.” In *SPIKE Your Brand ROI*, public relations maven Adele Cehrs shares her strategy for effective engagement: it's all about timing. This book will teach you how to recognize, anticipate, or even create a SPIKE – a Sudden Point of Interest that Kick-starts Exposure. This is your opportunity to reach people when they are primed to hear your message, and your brand is most relevant to their lives. Based on the author's actual engagements with

clients like Yum Brands, Lockheed Martin, DuPont, and more, this practical guide outlines a new, pragmatic approach that will enable you to: Learn to recognize brand patterns that are driven by audience interests and outside events Focus your energy, resources, and money when your brand is top-of-mind Decrease your marketing spend while increasing your bottom-line benefits Maximize benefits or mitigate damage by anticipating when your company, association, or nonprofit is going to be in the spotlight Retool traditional word-of-mouth initiatives for optimum results With Adele Cehrs' proven methodology, you can turn a SPIKE into a strategic platform from which to improve results, build respect, and boost your ROI.

When you buy this book you get an electronic version (PDF file) of the interior of this book. The perfect coloring book for every child that loves ghosts. 40 coloring pages haunted by ghosts. Art is like a rainbow, never-ending and brightly colored. Feed the creative mind of your child and have fun! Each picture is printed on its own 8.5 x 11 inch page so no need to worry about smudging.

A step-by-step handbook that teaches readers to find the extraordinary stories tucked deep within them to make a difference in the lives of others—and to get paid—as a motivational speaker THE MESSAGE OF YOU begins with a simple belief - that your greatest speech already exists and that it has already been delivered in front of a live audience masterfully and powerfully by you. Best-selling author and international comic, Judy Carter sets out to prove that THE MESSAGE OF YOU is in the advice you give to your friends; in the lessons you teach your children; in the stories you tell your family. It's expressed through the volunteer work you do, the way you run your business, the way you turned your messes into successes. THE MESSAGE OF YOU is a distillation of all of your experiences, both personal and professional, that form the narrative meaning of your life. A meaning that you can develop into a well-written, funny speech to inspire audiences, enhance your current profession, and launch a successful money making career as a professional speaker. In Part One of the book, Judy leads you through a series of in-depth exercises meant to mine your personal and professional experiences for stories that establish your qualifications, your problem/solutions, your action steps and your methodology. In Part Two, Judy has created a six-step structure for writing an entertaining and informative speech, guiding you through each step in detail. But the real bonus of THE MESSAGE OF YOU is that Judy is a comic. Her "Comedy Pass" chapter takes you through simple but effective comedy writing techniques that will transform even a flat PowerPoint snoozer into a knee-slapping showstopper of a keynote. Once your speech is well-written and funny, Judy takes you through Part Three, teaching you how to take your message to the masses with inexpensive but essential marketing tips. The Message of You offers an accessible approach, big picture guidance, and nitty-gritty nuts and bolts of sound advice. Judy has been a comedy and speaking coach for over twenty years. She's a firm believer that how you present your ideas is just as important as the ideas themselves. She knows that humor and strong content are the missing ingredients in most speeches and her book, THE MESSAGE OF YOU helps you discover both your message and your comedic voice by taking you through the same process she uses to coach her private clients.

Walt Johnson has been a rolling stone most of his life, moving from town to town and living on the edges of homelessness. Now he has run out of time as lung cancer has left him only months to live. Walt then begins a quest to find the son with whom he lost contact decades earlier. Out of money, he lands a job at a small-town restaurant in an attempt to save enough to buy a bus ticket to the last known whereabouts of his son. The friends Walt makes at his new job soon become family for him, especially 14-year-old Danny who is emotionally paralyzed at the loss of his own father in Iraq. Faced with Danny's struggles to grow up and the struggles of his other new friends, Walt comes to realize he is not only on a journey to find his own son, but he is on a journey to find himself worthy of being a father.

A song book that highlights that inside everyone there is a perfect and loving heart, and that if we uncover our perfection and recognise it in others we can change the world for the better. The song takes you through the personal journey of a little monster who discovers his self worth is not defined by his physical characteristics or by the definitions placed on him by others, but by how he allows his light and love to shine. Once he understands his own value he is able to see the perfection in others even when they are hurtful. He then goes on to show that if we all recognised the perfection in each other and acted from a place of love we can change the world to a better place. "Let us live the perfection that we are and uncover ourselves to shine like a star. Our potential never stops to spread love on this earth, it is why we are here, it is the reason for our birth."

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