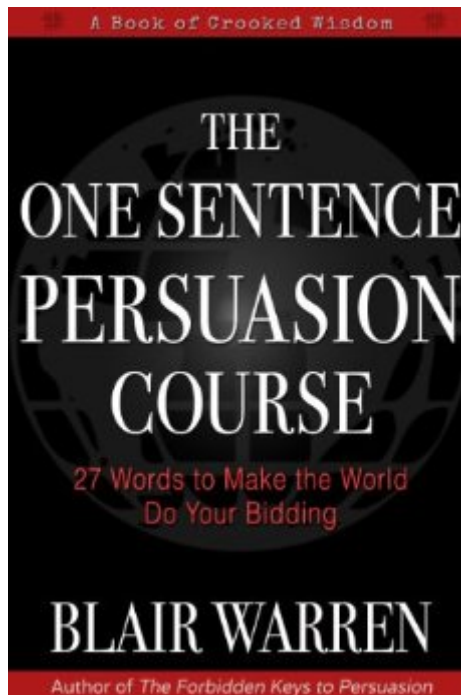


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# The One Sentence Persuasion Course - 27 Words To Make The World Do Your Bidding



## Synopsis

Note: This is the UPDATED and EXPANDED version of The One Sentence Persuasion Course - NOT the free version that was initially released in 2005. The original material was updated and expanded several years later and re-released as a commercial mp3 product. This Kindle version contains all the material from the mp3 and is the only place you will find the expanded version in written form. If you've only read the original free version of The One Sentence Persuasion Course, you haven't read anything yet. (8,500 Words) Even the most powerful persuasion strategies are useless if you can't remember them when you need them. From The One Sentence Persuasion Course

Is it possible to capture and communicate anything of value about persuasion in a single sentence? It is. And I'm about to prove it. But first, let me tell you why I've gone to this extreme. Studying persuasion and influence is one of my deepest passions and has consumed an embarrassingly large amount of my time and energy for over a decade. I have family and friends who say my pursuit borders on obsession. They are wrong. It crossed the line long ago. I know of no subject more fascinating, more empowering, more profitable and, unfortunately, more confusing. This confusion is more than unfortunate. It is also largely unnecessary. Given the pace of today's world, it has never been easier to be powerfully persuasive. Never. It doesn't require good looks, a silver tongue, or infallible logic. It doesn't require confidence, charisma, or a magnetic personality. It is a simple matter when one cuts through all the smoke. It's cutting through the smoke that's the hard part. In fact, if you have yet to develop your persuasion powers to the level you want, it likely has nothing to do with you. Given this shell game of strategies and misinformation available it is a wonder we are able to still understand each other, much less persuade each other. If this barrage of techno-jargon has left you more confused than empowered, take a deep breath and relax. We're about to take aim at this confusion, blow away the smoke, and make things as simple as possible. In fact, we'll nail it down to a single sentence. Just 27 words. And with these words, we can work miracles. But first, we must clear away some smoke.

## Book Information

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## Customer Reviews

Whether you're a marketer or a business person or someone who would just like a little more information about how the world works, Blair Warren's wonderful book "The One Sentence Persuasion Course" is the book for you. Like Einstein's famous equation " $E=mc^2$ ," a scientific formula that distills the nature of the universe to five letters and numbers, Mr. Warren distills the nature of persuasion to one sentence, 27 simple words. And the results can be just as explosive. While there are other books on the market about persuasion and influence (such as Cialdini's "The Psychology of Persuasion"), none match the timeless simplicity of "The One Sentence Persuasion Course." They also don't lend themselves to such easy and immediate implementation. Once you read the sentence and Mr. Warren's explanation, your persuasive capabilities will take on a new form. A better form. Mr. Warren's writing style lends itself to the topic as well. He's quick. He's bright. You'll get that. He's also easy to read. He's direct and to-the-point with his writing style. While you'll get through this small e-book in one sitting, you'll be practicing what you've read for the rest of your life ... if you're smart. I give Mr. Warren and "The One Sentence Persuasion Course" my highest praise. It's a book I read at least once per year. I am highly confident that you'll do the same.

The one sentence, the one with 27 words, is not something you say to your prospects. It is something you use to check the efficacy of what you are saying. These points are VERY powerful. So powerful that there are ethical issues in using them. The principles can easily be used to sell junk - all you need is a convincing story. So use them wisely and please, please have a

product/service that really does deliver overwhelming value. I fully recognize that I am tantalizing you with this review by not giving you any idea of what Blair actually says and advocates. The reason is that it is difficult to elaborate on this without giving some deep context and if I were to do this, you would be better off simply reading the book in the same time. So let me give you one simple idea that derives from what Blair says. It is not enough for you to state and demonstrate the benefits of what you offer. You should also give a highly persuasive reason for why your prospect is not at fault for not having succeeded already. Remember, your prospect has examined tons of offerings that purport to do the same thing you do. He has not succeeded in making the transformation you promise. If you can give good reasons why this is not his fault and why what you are now proposing is different and better, you have someone ready to sign on the dotted line. It is a short book. Read it. The investment is modest, the time little. It will pay for itself a thousand times over.

I had read the free version of this document earlier and found it to be terrific, so I had to know why he saw the need to update the material. After all, it was timeless already. I'm glad I did. Check it out. You can't go wrong for \$4.

Writer/blogger Scott Adams is a thoughtful advocate for learning persuasion, and he recommended this wonderful Kindle book so I grabbed it. Basically, it is a masterful summary of 5 top keys to practical street-level persuasion—stuffed with practical insight that has immediate, powerful application in every aspect of work and life. It can be read in 30 mins, unless you stop to highlight lots of passages as I did. Seriously, this book will help you understand persuasion and apply it in your life. The "one sentence" trick is basically an organizing principle that will allow you to remember the key points. This book is a diamond in the rough, which I'm glad I stumbled across.

This is to me one of the all time best books on persuasion. It should sit beside Cialdini's "Influence," Hopkins' "Scientific Advertising," and "The Robert Collier Letter Book" on every copywriter and marketer's bookshelf. Break down the one sentence into its component parts and then review all of your persuasive copy, presentations and marketing materials through the lens of that when crafting your persuasive messages.

Years ago someone gave me Blair's big book, Forbidden Keys to Persuasion. "Forbidden" is one of the few \$100 books out there that I think is more than worth the money. It's unquestionably one of the most important books I've ever read. Why? "Forbidden Keys" is essentially a study of how con

men and confidence rackets work, translated out into an explanation of what your hidden desires are and how triggering them allows you to be deceived or persuaded. I'm pretty street smart but "Forbidden Keys" made it obvious that I was wide open to be "had" on a number of counts...not to mention how I had been taken to the cleaners a few times in the past. This little gem we're reviewing here distills the major knowledge from "Forbidden" into a one sentence explanation of how to persuade...persuade in a way that triggers those hidden desires. You'll need the rest of the background in the book to fully "get" the one sentence but this is definitely a case of simplicity being the true elegance. Not everyone can swing buying a \$100 book but no one should miss this considering the price.

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