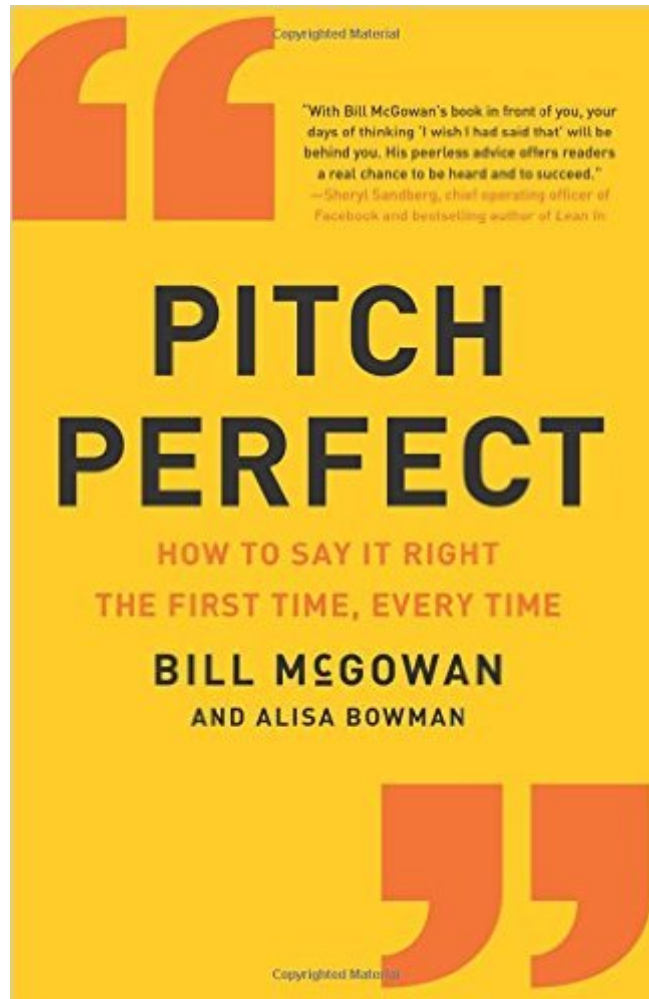


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# Pitch Perfect: How To Say It Right The First Time, Every Time



## Synopsis

During the pivotal moments of our lives, results are often determined not only by our actions but also by our words. Saying the right thing the right way can make the difference between sealing the deal or losing the account, advancing your career or suffering a demotion. In these moments, it's important to be pitch perfect—to use precisely the right tone to convey the right message to the right person at the right time. In *Pitch Perfect*, the renowned media coach Bill McGowan shows you how to craft just the right message. Along the way, McGowan lays out his Seven Principles of Persuasion, which are as easy to learn, implement, and master as they are effective. The right language—both verbal and nonverbal—can make you more confident, persuasive, and certain. It can stir people to listen closely to your every word and to remember you long after you've left the room.

## Book Information

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## Customer Reviews

i have really enjoyed reading this book. i consider myself a communications aficionado (not quite pro, or even seasoned amateur) and i take it very seriously. compared to numerous other books on communication, this book functions almost like a survey book on verbal communications, and addresses a range of issues - what is the right thing to say, how do you say it, how do you appear while you say it, how to you get the opportunity to say the right thing, and, importantly, how to be memorable. for each of these topics, the author provides a great story that illustrates the topic at work in a way that is relatable to my own experiences. the author also provides mini case study-like bits. for example, he'll provide someone's response to a question, and then state how he would

have answered the question. i find it very helpful to see direct critiques of specific language, rather than mere platitudes on what is proper-speak.do not make the mistake of assuming this book is solely for public speaking. it is not at all. clearly public speakers will benefit, but the lessons are equally applicable to the boardroom, your boss's office, and even the bedroom. anyone who verbally communicates with other people can gain from the book.to the obligatory negatives:- there's a not insignificant amount of fluff and filler text. my version is about 260 pages - it could have easily been trimmed to under 200 probably without sacrificing the author's great writing flair.- this is a survey-style book, not a deep dive on any of the topics. to be fair, if it were a deep dive on all topics raised, the book would be thick as a dictionary (for those who remember what a printed dictionary looks like). this is not a negative at all actually, just be aware of what you're getting...

I was actually eager to read this book. I thought it would be worth my time. Five pages in and I realized something was very wrong here. I kept pressing ahead and found out the entire book is without any merit. If you get something out of this book, I would be amazed. There is so much I disliked about this book that I don't know where to start. The entire tone of the book is terrible. The author drops name after name after name. I could care less about these people, and it is a joke as to what name he comes up with next. It is so distracting that you lose sight of whatever point he was trying to make. If there was a point. Maybe the point was that if he dropped a lot of famous names, you would be impressed and buy his services. Yes, this book is just a way to advertise his consulting services. I don't have anything against that, but I think if you understand that going in, then the self-important tone of the book is more understandable. He gives advice that he doesn't follow himself. In fact in some chapters he is doing the exact thing he is telling the reader to never do. How can you take the content of the book seriously when the author doesn't believe in it himself? For example, the book is much longer than it needs to be. Why? Because he first tells you all of the things he's going to write about. Then he writes about them, then later on he repeats it again in case you missed the times he already wrote about it. It is truly annoying when writers repeat themselves. A speaker is allowed to repeat material, but it is a terrible writing style to use. In case it is not obvious as you slog through it, the book is not actually about pitching a product, but rather how to present yourself to an audience for a canned speech.

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