Impossible to Ignore: Creating Memorable Content to Influence Decisions

Carmen Simon

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A groundbreaking approach to creating memorable messages that are easy to process, hard to forget, and impossible to ignore?using the latest in brain science

Audiences forget up to 90% of what you communicate. How can your employees and customers decide to act on your message if they only remember a tenth of it? How do you know which tenth they'll remember? How will you stay on their minds long enough to spark the action you need?

Many experts have offered techniques on how to improve your own memory, but not how to influence *other* people's memory?and impact their decisions. Drawing on the latest research in neuroscience and cognitive psychology, Carmen Simon, PhD, reveals how to avoid the hazards of random recall and deliver just the right amount of content. No more redundant meetings, rambling e-mails, or anemic presentations. In *Impossible to Ignore*, she shows you how to execute a proven three-step plan for persuasion:

1. Create cues that attract attention and connect with your audience's needs
2. Use memory-influencing variables to control what your audience remembers
3. Turn today's intentions into tomorrow's actions

This practical guide is filled with case studies, examples, and a checklist to help you put the power of cognitive science to work for your business. Whether you're giving a presentation, conducting a meeting, delivering training, making a sales pitch, or creating a marketing campaign, these field-tested techniques will help you develop content that speaks to people's hearts, stays in their heads, and influences their decisions. It's not just memorable?it's *Impossible to Ignore*.

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