



Pitch Perfect: How to Say It Right the First Time, Every Time

By Bill McGowan

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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.

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Pitch Perfect: How to Say It Right the First Time, Every Time By Bill McGowan Bibliography

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Editorial Review

From Booklist

McGowan is a veteran in the television business as reporter, writer, producer, and anchor for shows such as ABC News 20/20; CBS News 48 Hours, and Public Eye with Bryant Gumbel. In 2004, he founded Clarity Media Group, a communications coaching firm dedicated to enhancing the speaking skills of corporate executives, celebrities, and athletes. He has coached Jack Welch, Mary J. Blige, Eli Manning, Connie Chung, and more than 60 executives at Facebook, including Mark Zuckerberg. His training helps public speakers and interviewees overcome fear and avoid bad speaking habits, grab people's attention, keep them engaged, and deliver a powerful message. He has distilled his training techniques down to seven principles that can be employed by anyone to get their communication skills into shape. Some of these include The Headline Principle (starting with your best material), The Pasta-Sauce Principle (boiling down your message), The Self-Conviction Principle, and The Curiosity Principle (displaying genuine interest in your subject).

McGowan promises to reveal everything he knows about communication, including his most important advice, of putting his principles into practice in everyday situations. --David Siegfried

Review

With Bill McGowan's book in front of you, your days of thinking "I wish I had said that" will be behind you. His peerless advice offers readers a real chance to be heard and to succeed. (Sheryl Sandberg)

"Bill McGowan has captured the indefinable human essence of his teaching on the written page. You are assured of learning more than you can imagine while enjoying *Pitch Perfect*." (Wynton Marsalis, managing and artistic director, Jazz at Lincoln Center)

"[This] guidebook....is evenhanded and straightforward and brims with advice for anyone hoping to brush up on public speaking, effective presentation skills and interviewing prowess both within and outside of the contemporary workforce marketplace." (Kirkus Reviews)

"Success depends on having a great game plan. In *Pitch Perfect*, Bill McGowan provides just that-winning strategies for how to improve your communication skills, especially in life's red-zone situations." (Eli Manning, quarterback, New York Giants)

"In today's world of micromessages and fleeting attention spans, connecting with your audience is more important than ever. Bill McGowan's *Pitch Perfect* provides valuable and proven strategies for anyone looking to communicate effectively." (Denise Morrison, president and CEO, Campbell Soup Company)

"Bill McGowan has identified a fresh and simple way for us to rethink how we communicate. His innovative strategies work not just in our professional lives but in everyday life as well. That's why he's an excellent teacher and why I always enjoy working with him." (Daniel Ek, CEO, Spotify)

"Bill McGowan proves in *Pitch Perfect* what his clients already know—he is the premiere communications coach in business today. His insightful advice and strategies work." (Thomas Keller, The French Laundry)

"You can learn to express yourself more effectively, handle difficult conversations gracefully and deliver a great presentation by following and practicing...McGowan packs the book with valuable examples of what was said versus what should have been said...Filled with smart, valuable advice, *Pitch Perfect* is a home

run.” (Success)

From the Back Cover

The media coach and Emmy Award-winning correspondent Bill McGowan shares his secrets of pitch-perfect communications, showing readers how to communicate with confidence.

During the pivotal moments of our lives, results are often determined not only by our actions but by our words as well. 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. During 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. Such pitch-perfect moments are crucial in our personal and professional journeys. 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, including:

- The Scorsese Principle: Hold your audience's attention with visual images. Direct the film that plays in your listener's mind.
- The No-Tailgating Principle: Avoid verbal fender-benders and career-wrecking moments by maintaining a safe talking distance. When in doubt, stop talking and listen.
- The Pasta-Sauce Principle: Cure boredom by boiling down your message, making it as rich and brief as possible.

In *Pitch Perfect*, you'll learn how to overcome all these communication pitfalls. The Seven Principles of Persuasion 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.

Users Review

From reader reviews:

Jim Weigel:

People live in this new day time of lifestyle always make an effort to and must have the free time or they will get lots of stress from both way of life and work. So , if we ask do people have spare time, we will say absolutely indeed. People is human not really a robot. Then we consult again, what kind of activity are you experiencing when the spare time coming to a person of course your answer may unlimited right. Then do you ever try this one, reading guides. It can be your alternative inside spending your spare time, typically the book you have read is definitely *Pitch Perfect: How to Say It Right the First Time, Every Time*.

Maureen Guzman:

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ways for you.

Kristy Abrahams:

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Cathy Lantz:

Many people said that they feel weary when they reading a book. They are directly felt this when they get a half portions of the book. You can choose the actual book Pitch Perfect: How to Say It Right the First Time, Every Time to make your personal reading is interesting. Your own skill of reading proficiency is developing when you like reading. Try to choose easy book to make you enjoy to see it and mingle the idea about book and reading especially. It is to be very first opinion for you to like to wide open a book and read it. Beside that the publication Pitch Perfect: How to Say It Right the First Time, Every Time can to be your friend when you're sense alone and confuse in doing what must you're doing of the time.

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