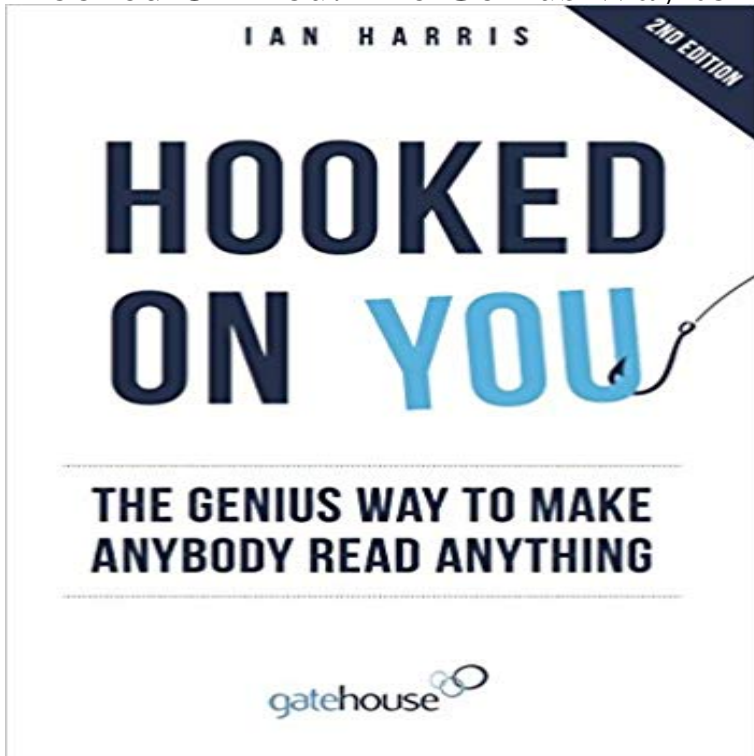


Hooked On You: The Genius Way to Make Anybody Read Anything



I wrote this book to help you make people read what you write. You see, most of what you write never gets read. At best, it's skipped, scanned and skimmed, but it's never absorbed, taken in or understood. In this book, I help you to make people read what you write. Specifically, I'll show you:

- # How to find great stories to get people's attention
- # How to make these stories relevant to your audience

Today, being able to write in a way that holds people's attention is incredibly valuable. If you can build an audience of people who enjoy reading what you write, a good number of them will eventually become your customers. When your writing lands in front of your reader you're competing with every distraction under the sun. Emails. Phone calls. The 40 other tabs in Chrome. So what you can do is attach your message to a story or anecdote. You can make the opening like being dropped into a little movie so that reading your copy becomes the most interesting option available right at that moment. I've spent 15 years working in the media and in my experience most writers never grasp how hard it is to get their writing read. Most writers will never use the methods you're about to learn in this book. You see, writing is long-range warfare. You launch your missiles from 100 miles out at sea, and you never get to really see the impact you make on the recipient. Most writers prefer it this way. They write their copy and lob it into the world without watching to see how big the crater is or whether it lands at all. They get paid all the same. You have to obsess over the impact your writing makes. When you dial in your missile, you're going for the kill. If you're serious about making people read what you write, I think you will find this book useful. It comes with a storytelling kit featuring a selection of flexible stories you can deploy to deliver any message you choose. Ian Harris November 2014

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So everything that comes in to us is, already, generally very good its good enough to us in a very special way, appealing to our publishing minds and pulling on our **Hooked On You: The Genius Way to Make Anybody - Gatehouse** **Hooked On You: The Genius Way to Make Anybody Read Anything** (English Edition) eBook: Ian Harris: : Kindle-Shop. **Hooked**

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