

BRIEF

Make a Bigger Impact by Saying Less

JOSEPH McCORMACK

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The Web site for this book is at www.TheBriefLab.com.

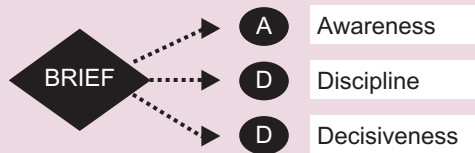
ISBN 978-1-77544-794-8

MAIN IDEA

The key to getting people to agree more is usually to say less.

In today's economy, everyone is hyperbusy and suffering from information overload. They don't want to sit through or read a rambling introduction filled with stuff they already know. To influence or persuade anyone today, you have to get to the point quickly – you need to be concise, clear and above all BRIEF.

So how do you do that in a systematic way? To master being brief, think ADD:



- *You need awareness* – and the conviction that you must be succinct or you will lose the battle for your listener's attention.
- *You need the discipline to map your ideas clearly and concisely* – so you become a lean communicator.
- *You need to be decisive enough to recognize the key moments* – when brevity will generate huge dividends and payoffs. These are the moments when the less you say, the more you will win.

Strange as it may sound, brevity is in fact a rare skill. If you learn how to explain complex things succinctly, you will become much more persuasive and compelling. Learning how to get to the point quickly can and will be a force multiplier.

“When you want to say more, decide to say less. Those who want to succeed – even thrive – in an attention-deficit economy are masters of lean communication. They stand out, their ideas are seen and heard, and their companies succeed. Decide that being brief is your non-negotiable standard.”

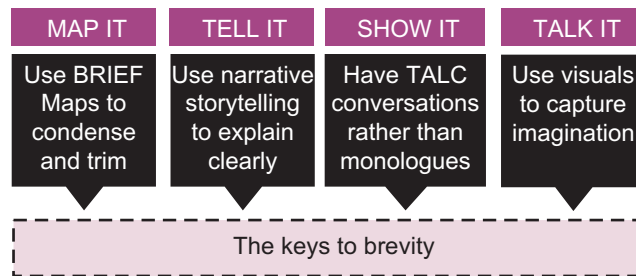
– Joseph McCormack

A Awareness – Why now for brevity? Page 2

Today more than ever before, people are awash in a sea of information which comes at them every day. If you ramble and drone on, people will switch off and start doing something else, even while you're still talking. The imperative is to get your audience hooked before they get distracted. If you're disciplined enough and prepared enough to get to the point quickly and be done, your clients will thank you.

D Discipline – How to be brief Pages 3 - 5

Brevity is never an accident. To be clear and concise, you have to master and then apply four proven keys:



It's not enough merely to know why you need to say less. You also need workable systems which make sure you stay focused and on track.

D Decisiveness – When and where should you be brief Pages 6 - 8

To be brief, you need to have the ability to recognize those key moments when you need to convey what really matters effectively and efficiently. There are 10 moments-of-truth where brevity will pay big dividends:



Focus on being brief in each of those key moments and you'll do better, much better.

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