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Impossible to Ignore: Creating

*Page 7/31*

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Memorable Content to ...

Hi I'm Douglas Burdett, host of The

Marketing Book Podcast and I'd like

to tell you about the book "Impossible

to Ignore: Creating Memorable

Content to Influence Decisions" by Dr.

Carmen Simon. In...



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Impossible To Ignore - Scott Adam's  
Blog

While a seemingly basic central premise on the surface, Dr. Simon posited that to become impossible to ignore one must become memorable. By methodically examining how memorability is formed, Dr. Simon

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helped guide attendees through what is in fact a highly multidimensional thesis in three key takeaways.

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Decisions. 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 percent of what you communicate. But people make decisions and act based on...

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Memorable Content to ...

Impossible to Ignore describes complex concepts in a very engaging manner and offers practical examples to help translate psychological principles into application."--Leah

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VanZelm, Vice President of Audience  
Strategy at Merkle "Our agency  
spends every day building and  
delivering experiences that are  
impactful and memorable. Dr.

Impossible to Ignore: PhD Carmen  
Simon, Barbara Hawkins ...

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Dr. Carmen Simon explains what happens next in Impossible to Ignore:

Creating Memorable Content to

Influence Decisions. Soon you're

forgotten as the crowd moves on to

the next speaker or event. Indeed, this

is why media appearances are

overrated. People see you on TV (and

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I've been on the biggest shows in the world) and then forget about you.

38-24 Impossible to Ignore - Amazon Web Services

The book is Impossible to Ignore: Creating Memorable Content to Influence Decisions. This is a must-

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read for anyone interested in

influencing an audience. The book

explains the science behind making

things memorable and shows you how

to do it. And memory is the foundation

Impossible to Ignore: Creating

*Page 16/31*



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hard to forget and impossible to

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Influence Decisions Become Impossible to Ignore in Your

Virtual Presentations ...

When our brain is at the fork in the road where it's making a decision, it goes in one of three ways, according to Dr. Carmen Simon, author of

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Impossible to Ignore: Creating  
Memorable Content to Influence

Decisions — and they all involve

memory. They are: Pavlovian: Innate  
reflex prescribed genetically. "It

doesn't take a lot of training to realize  
that we shouldn't touch hot surfaces,"  
says Carmen.

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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

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forget up to 90 percent of what you communicate.

Creating Memorable Content To Influence Decisions

Carmen Simon | Impossible to Ignore (Episode 533)

A groundbreaking approach to creating memorable messages that are easy to process, hard to forget,

*Page 21/31*

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and impossible to ignore--using the  
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forget up to 90 percent of what you  
communicate.

How to Become Impossible to Ignore -  
Mike Cernovich

In Impossible to Ignore, she shows

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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.

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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



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Impossible to Ignore describes  
complex concepts in a very engaging  
manner and offers practical examples

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to help translate psychological principles into application.” —Leah VanZelm, Vice President of Audience Strategy at Merkle “Our agency spends every day building and delivering experiences that are impactful and memorable.

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"Impossible To Ignore" by Carmen Simon

right amount of content. In Impossible to Ignore, she shows you how to execute a proven three-step plan for persuasion: create cues that attract attention and connect with your audience's needs; use memory-

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influencing variables to control what  
your audience remembers; and turn  
today's intentions into tomorrow's  
actions.

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