



Peter Sheahan

SUCCESS

**in 30 Seconds
or less**

Get your listener's attention, keep his or her interest, tell a captivating story, ask for and get what you want - all in 30 seconds or less with Peter Sheahan.

Success Handbook

*From the acclaimed motivational speaker and author of **Generation Y - Thriving (and surviving) with Generation Y at Work***

Introduction



Thirty seconds may not seem like a long time. But it's long enough to say what you want to say.

It's long enough to grab and hold your listener's interest and attention.

It's long enough to convince or persuade your listeners.

It's long enough to make any point you want to make - and make it effectively.

Thirty seconds can be more valuable than three minutes, 30 minutes or three hours.

Thirty seconds can change the direction of your career and life.

I've seen careers rise and fall on the spoken word. The employee who can't communicate effectively doesn't get a raise or promotion. The boss who can't get his point across loses the cooperation of his employees. The salesman who can't stop talking doesn't make the sale. The politician who says too little too long doesn't get reelected. They all end up boring us in minutes, when they could interest us in seconds.

Obviously, all of your business communications do not have to total 30 seconds. Building a rapport with your listener is important too. Every situation is unique. But when the time comes to make your point, make it in 30 seconds. The rest is preparation and follow-through. The right 30 second message will, in the final analysis, enable you to get your point across and keep it where it belongs in the mind of the listener.



Benefits

Once you've mastered my simple, yet effective 30-second message technique, you will be able to:

- Focus your thinking
 - Focus your writing
 - Focus your speaking
 - Empower your voice
 - Develop a convincing delivery style
 - Keep conversations on track
 - Prepare any form of communication more rapidly
 - Be more logical and concise
 - Shorten interviews and meetings
 - Facilitate listening
 - Reinforce conversations and presentations
 - Be more effective in an interview or meeting
 - Use questions and answers to make your point
 - Heighten your confidence
 - Get better results in your business and personal life

Rewards



Learning to get your point across in 30 seconds or less is as easy as 1-2-3.

- 1. Home-study:** You'll start from the comfort of your own home. My easy to use and follow techniques makes home-study simple. Using freeze frames, taken from my many live presentations, the DVD shows you exactly where to look and how to act when delivering a persuasive 30 second message - just as if I was standing in front of you. It doesn't get any easier than that.
- 2. Theory into Action:** This is where the fun really starts. You'll take what you've learnt at home and practise it in everyday situations at work (school or home). The results will be instant. Your confidence and skill will grow daily.
- 3. Reward:** By simply mastering my 30-second message the 'action' or 'reaction' you asked for will be delivered. Previously, you only dreamt about it. Suddenly, you've done it. Imagine being empowered with my '30 second message' competitive edge.

If there is one thing that has kept me ahead in the business of successful communication, it is the crucial win-or-lose value of the 30 second message.

Make *Success in 30 seconds or Less* your turning point. Expand your horizon. Live more confidently. Get what you deserve. **You've waited long enough.** Let's get started. Turn the page.