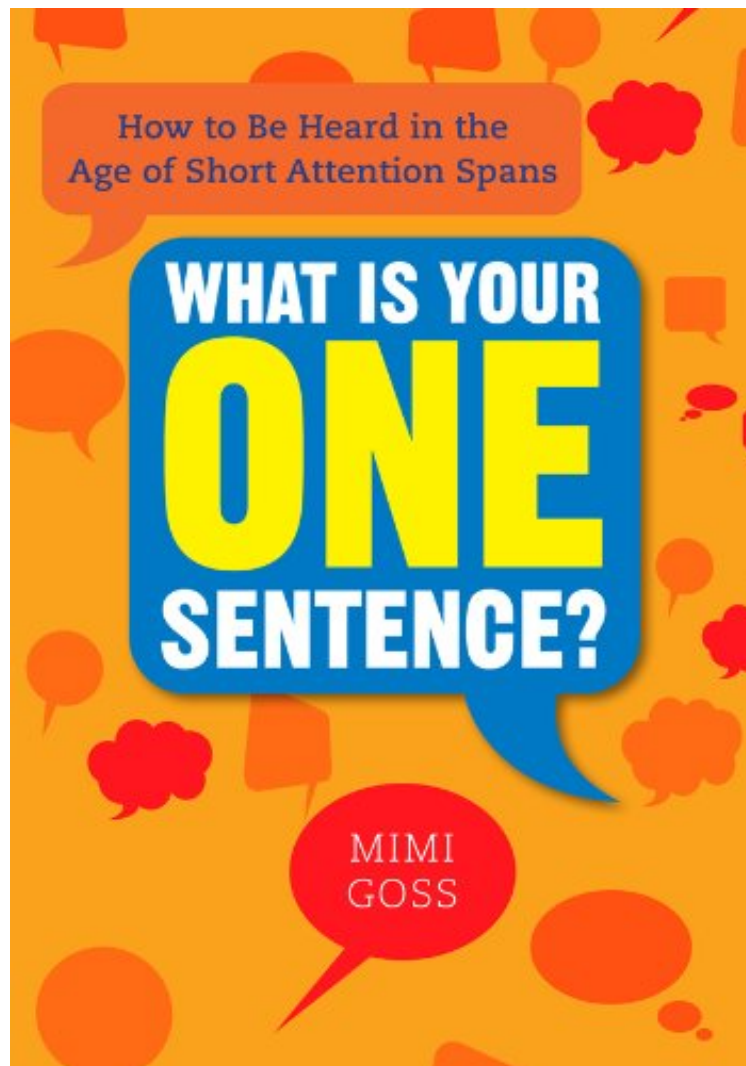


What Is Your One Sentence?: How to Be Heard in the Age of Short Attention Spans

Mimi Goss

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Mimi Goss : What Is Your One Sentence?: How to Be Heard in the Age of Short Attention Spans before purchasing it in order to gage whether or not it would be worth my time, and all praised What Is Your One Sentence?: How to Be Heard in the Age of Short Attention Spans:

7 of 7 people found the following review helpful. Warm, Winning and Wise: Goss Shows You How to Voice Your One Sentence When Nothing Counts MoreBy Marc ZegansI have a penchant for very narrowly focused books that open intricate worlds to readers. Favorites include Henry Petroski's exploration of design through his inquiry into the origins and development of The Pencil; Harry Frankfurt's critical essay, On Bullshit, in which he develops a precise

theory of "bullshit" as the foundation for exploring our growing cultural propensity to bullshit others, and Nicholson Baker's quirky novel, *The Mezzanine*, which offers an elaborately footnoted, delightfully digressive exploration of a day in the life of an office worker. Each of these books awakens, enlightens and reveals, but none specifically empowers the reader. Mimi Goss's warm, fresh and eminently practical book, *What is Your One Sentence?: How to Be Heard in the Age of Short Attention Spans* happily shares space with these micro-topical wonders, but goes farther, by showing us carefully and concisely how to create telling, single sentences that move, inspire and enroll other people in our good works. The book's author understands the value of getting foundational things right, and nothing is more fundamental to effective communication than the sentence. Strong sentences are potent; weak sentences are, well... How do we authorize ourselves to write such sentences? And how do we bring them about? Goss takes on both questions with heart and with practical wisdom, helping us to understand that when we want to get something done, we share with the Kings, the Kennedys, the Ghandis, the Churchills and the Armstrongs both the desire and the need to use language with telling effect. She then shows us how, blending famous examples of memorable single sentences with cogent analysis of sentence design and practical exercises that build our sentence writing skills one block at a time. Her modular and cumulative approach bears fast fruit. We have barely begun to read when we have learnt to build bold sentences with "people, action, and drama", and with these skills in hand she continues to build our sentence crafting capabilities, section by section; chapter by chapter. You cannot read a single section of this book without becoming a better writer. Can you readily recall reading a book on writing that has such a direct effect, even Strunk and White? I can't. In reading *What Is Your Once Sentence* and finding my aptitude in sentence design and construction growing by the page, I was reminded of the observation by arguably the 20th Century's greatest orator Winston Churchill, "Being so long in the lowest form I gained an immense advantage over the cleverer boys. They all went on to learn Latin and Greek and splendid things like that. But I was taught English...Mr. Somervell--a most delightful man, to whom my debt is great--was charged with teaching the stupidest boys the most disregarded thing--namely, to write mere English. He knew how to do it. He taught it as no one else has taught it....As I remained in the Third Form three times as long as anyone else, I had three times as much of it. I learned it thoroughly. Thus i got into my bones the essential structure of the ordinary British sentence--which is a noble thing." Like most of us, I never had a Mr. Somervell, but now all of us have Mimi Goss. As a creative development advisor, and the Author of, *Kindle's, The Art of Finding Natural Audience*, I'm always looking for practical tools that my clients in the arts can use to attract and move their audiences, and that professionals can use to build their practices. *What is Your Once Sentence?* hits the mark with style and grace. By now though, you're probably wondering, "If this book is so good, what's your one sentence on why I should read it?" Good question. Here's my one sentence answer, "If you want to write for ringing results, read Mimi Goss." 1 of 1 people found the following review helpful. A fantastic resource for academics and professionals seeking to improve communication skills at any stage of their careers. By Ariela Weinbach I cannot give enough praise for *What Is Your One Sentence?: How to Be Heard in the Age of Short Attention Spans*. In this fantastic book, Ms. Goss outlines strategies for more effective communication that are grounded in her extensive experience in public relations and her consulting work. Ms. Goss's explanations of strategies for improving communication are thorough and easily accessible to readers of varied backgrounds. Best of all, her references to film, literature, and pop culture give the book character (and may make you laugh out loud!). I have developed personal goals for improving my own speaking and writing skills with the help of *What Is Your One Sentence?*, and also recommend it to all my speech consulting clients. The book would also be an excellent addition to any university-level communications course curriculum. In a single sentence, *What is Your One Sentence?* is a fantastic resource for academics and professionals seeking to improve communication skills at any stage of their careers. 2 of 2 people found the following review helpful. Create a Defining Sentence that Can Lead to Success By Gary Genard If you think "I'm stepping on the moon" is a more memorable sentence than Neil Armstrong's "That's one small step for a man, one giant leap for mankind," then don't read this book. But if you want people to hear your voice and your message in one memorable sentence, then I highly recommend it. I found the book as incisive and concise as what the author is advocating. In an age of increasingly short attention spans, having a clear, defining sentence can be critical to your success. In fact, the power of your one sentence can change your life, and perhaps even the world. Any book that teaches us that is well worth reading! Two other things I liked about the book: Mimi Goss's warm humanity, and the many stories and examples she includes. Each chapter also features "Personal Practice" exercises for hands-on skills development in finding that gem of a sentence that's probably buried beneath a mountain of words.

Your "one sentence" is that irreducible part of your message that you want your audience to remember. A good sentence stops people in their tracks. It surprises them. It makes them think. And in today's age of information overload and short attention spans, getting your point across is more important and more difficult than ever. *What Is Your One Sentence?* will help you be a better communicator-fast. Mimi Goss teaches her unique One Sentence Method, which shows you how to distill your message into one sentence that captures your listeners' attention, moves your ideas forward, focuses the problem, and helps you achieve your goals. You'll learn to: Use the one sentence approach to tackle complex messages Take five simple steps to find one sentence that launches a dialogue Identify the

basics of a memorable one sentence Speak in an authentic voice Whether you're teaching kindergartners, pleading for your life, or presenting the budget to Congress, *What Is Your One Sentence?* provides exercises and examples, looks at the psychology of communication, and takes you through a step-by-step process to find your core message and craft that one memorable sentence to hook listeners and keep them engaged.