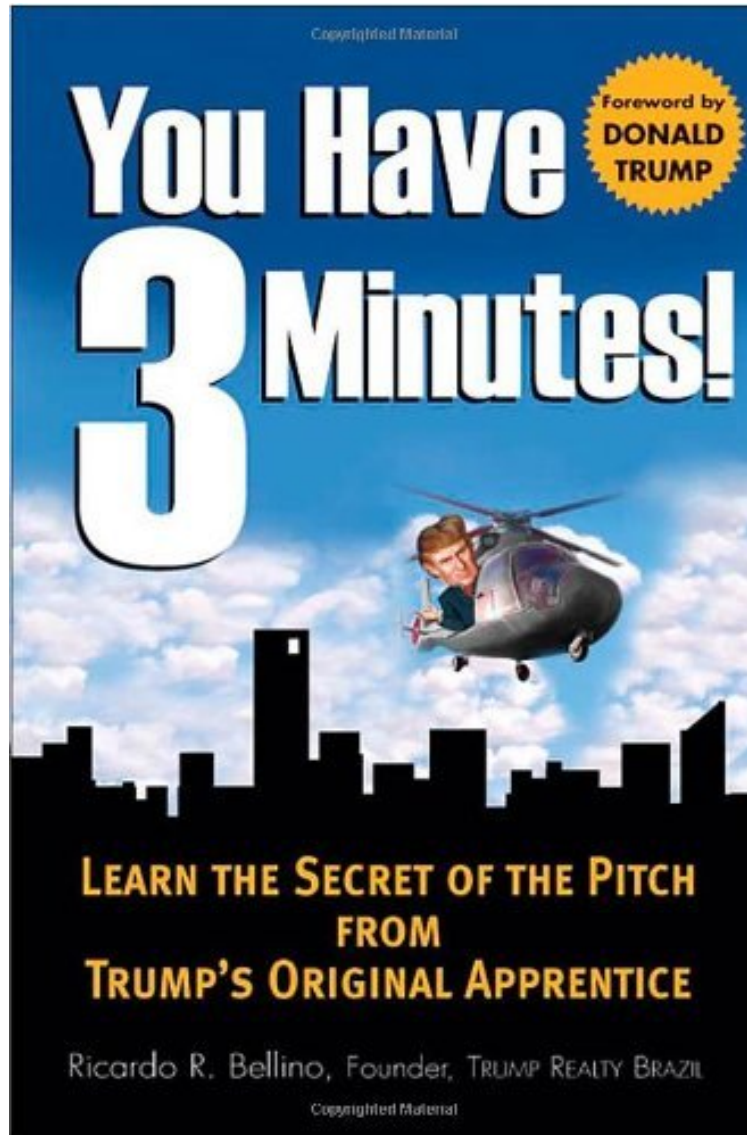


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# You Have Three Minutes! Learn the Secret of the Pitch from Trump's Original Apprentice

*Ricardo Bellino*

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MASTER THE REAL ART OF THE DEAL. "Read, learn, and succeed. It's all here." -DONALD TRUMP

This may be the most important book you will ever read. Whether you're an up-and-coming manager full of ambition and ideas, or an independent entrepreneur with big dreams of your own, you need to master the art of the perfect pitch. Why? It's your one opportunity to present yourself to potential clients or employers- your one chance to make a positive first impression, sell your personal vision, and, ultimately, close the deal. And sometimes, you only have three minutes to do it. Just ask Ricardo Bellino, the young Brazilian entrepreneur who-in just three minutes-convincing Donald Trump to back his luxury golf resort, initiating a multimillion-dollar business deal that would eventually become Trump Realty Brazil, the organization's first international enterprise. Bellino shares everything you need to know to pitch your ideas and get real results-even with the toughest audience. He offers tried-and-true tips on the impact of the first impression, the power of intuition, and the importance of image and nonverbal behaviors. He shows you how to get your foot in the door and your deal on the table. In no time at all, you'll master the essential people skills that will turn ideas into offers and dreams into reality. You Have 3 Minutes! features The secret formula behind a Trumpworthy pitch Tips, techniques, and tools for more intuitive communication and presentation Tools to help you evaluate and improve your deal-making skills Remember: Time is money. And your ultimate success depends on your ability to present ideas and persuade others-quickly, clearly, and concisely. Three minutes is all you need . . . for a lifetime of success.