

ATTENTION PAYS

Did you know goldfish, yes, goldfish, have longer attention spans than we humans do? Nine seconds to our eight, according to Harvard Business School researcher Nancy F. Koehn. Imagine if there were ways, in a world of impatience and INFObesity, to quickly intrigue busy, distracted people and earn their buy-in so you get the sale, project, or contract.



Whether you're looking to write a proposal, deliver a presentation, or just chat with a boss or coworker, your first job is to win their attention. But in a world where distractions run rampant, making yourself heard is more difficult than it seems.

Sam Horn brings an extensive track record of helping corporate clients close deals and raise millions of dollars through her innovative communication techniques. Her latest book, *Got Your Attention?*, will show you how to genuinely connect in an increasingly distracted world.

***Got Your Attention?* teaches you and employees the secrets to communicating and selling in the age of INFObesity.**

With your bulk order, you also receive a personalized instruction session with Sam:

- **100+ books:** 60 minute Book club teleseminar
- **250+ books:** 60-90 minute webinar
- **500+ books:** 60-90 minute live presentation

In each customized session, you see firsthand how the techniques in the book apply to real-world situations for your business.

For inquiries on bulk book sales and speaking arrangements, please contact:
Scott@IntrigueAgency.com

"Don't even think about preparing a pitch, proposal or presentation without first reading Got Your Attention?" —Kay Koplovitz, founder of USA Networks and cofounder and Chairman, Springboard Enterprises

"If you can't get people's attention, you'll never get their business. Sam Horn's new book shows how to quickly earn attention and respect so people are motivated to listen."
—Terry Jones, Founder of Travelocity, Founding Chairman of Kayak.com, Chairman of WayBlazer

