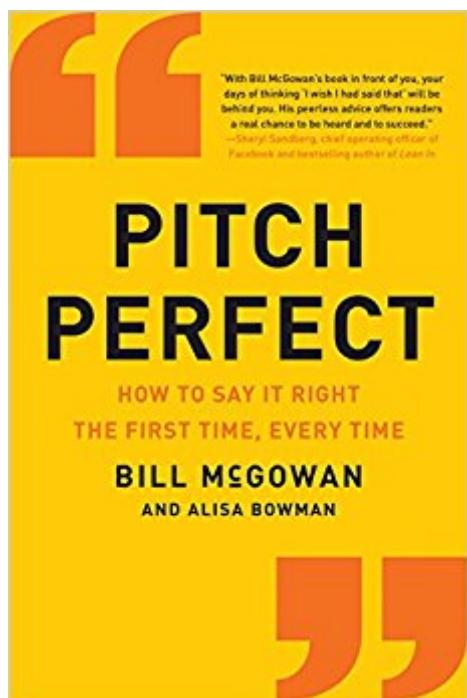


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# Pitch Perfect: How To Say It Right The First Time, Every Time



## Synopsis

During the pivotal moments of our lives, results are often determined not only by our actions but also by our words. Saying the right thing the right way can make the difference between sealing the deal or losing the account, advancing your career or suffering a demotion. In these moments, it's important to be pitch perfect— to use precisely the right tone to convey the right message to the right person at the right time. In *Pitch Perfect*, the renowned media coach Bill McGowan shows you how to craft just the right message. Along the way, McGowan lays out his Seven Principles of Persuasion, which are as easy to learn, implement, and master as they are effective. The right language— both verbal and nonverbal— can make you more confident, persuasive, and certain. It can stir people to listen closely to your every word and to remember you long after you've left the room.

## Book Information

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## Customer Reviews

McGowan is a veteran in the television business as reporter, writer, producer, and anchor for shows such as ABC News 20/20; CBS News 48 Hours, and *Public Eye* with Bryant Gumbel. In 2004, he founded Clarity Media Group, a communications coaching firm dedicated to enhancing the speaking skills of corporate executives, celebrities, and athletes. He has coached Jack Welch, Mary J. Blige, Eli Manning, Connie Chung, and more than 60 executives at Facebook, including Mark Zuckerberg. His training helps public speakers and interviewees overcome fear and avoid bad speaking habits, grab people's attention, keep them engaged, and deliver a powerful message. He has distilled his training techniques down to seven principles that can be employed by anyone to get

their communication skills into shape. Some of these include The Headline Principle (starting with your best material), The Pasta-Sauce Principle (boiling down your message), The Self-Conviction Principle, and The Curiosity Principle (displaying genuine interest in your subject). McGowan promises to reveal everything he knows about communication, including his most important advice, of putting his principles into practice in everyday situations. --David Siegfried --This text refers to the Hardcover edition.

With Bill McGowan's book in front of you, your days of thinking "I wish I had said that" will be behind you. His peerless advice offers readers a real chance to be heard and to succeed. (Sheryl Sandberg) "Bill McGowan has captured the indefinable human essence of his teaching on the written page. You are assured of learning more than you can imagine while enjoying *Pitch Perfect*." (Wynton Marsalis, managing and artistic director, Jazz at Lincoln Center) "[This] guidebook....is evenhanded and straightforward and brims with advice for anyone hoping to brush up on public speaking, effective presentation skills and interviewing prowess both within and outside of the contemporary workforce marketplace." (Kirkus Reviews) "Success depends on having a great game plan. In *Pitch Perfect*, Bill McGowan provides just that-winning strategies for how to improve your communication skills, especially in life's red-zone situations." (Eli Manning, quarterback, New York Giants) "In today's world of micromessages and fleeting attention spans, connecting with your audience is more important than ever. Bill McGowan's *Pitch Perfect* provides valuable and proven strategies for anyone looking to communicate effectively." (Denise Morrison, president and CEO, Campbell Soup Company) "Bill McGowan has identified a fresh and simple way for us to rethink how we communicate. His innovative strategies work not just in our professional lives but in everyday life as well. That's why he's an excellent teacher and why I always enjoy working with him." (Daniel Ek, CEO, Spotify) "Bill McGowan proves in *Pitch Perfect* what his clients already know-he is the premiere communications coach in business today. His insightful advice and strategies work." (Thomas Keller, The French Laundry) "You can learn to express yourself more effectively, handle difficult conversations gracefully and deliver a great presentation by following and practicing." McGowan packs the book with valuable examples of what was said versus what should have been said. Filled with smart, valuable advice, *Pitch Perfect* is a home run. (Success)

This book is great fun and full of excellent advice. As a fairly successful public speaker (when I have had to speak), I must say that McGowan has it right. A lot of the "old" advice from the 1970s, like envisioning your audience in underwear, is ineffective, he says, and makes no sense. McGowan's better advice: There's no substitute for preparation. I loved his recommended ways of steering an inappropriate or ineffective conversation into a better path without insulting the person who went in the wrong direction. His stories about celebrities or near-celebrities who didn't heed his advice are absolutely hilarious. As McGowan says, please don't invent words in your pitch like "thrival," and expect your audience to be thrilled! You will only sound strange.

I was pretty disappointed with this volume. McGowan's style in *Pitch Perfect* is consistently (and for me, irritatingly) self-promotional. At various points I wondered if this was more of a chance for him to drop the names of his clients (read the forward, or don't read it!) and drop dimes on people who slighted him. There was some helpful content, but for me McGowan is not someone I would want to work with and I won't pay money to read anything more by him.

I read Bill McGowan's book because I'm interested in communications, but after I finished it, I realized that its lessons can be applied to so many different situations, both professional and personal. As a teacher, I am looking forward to trying them out in my classroom. Many of the strategies for effective communication that McGowan identifies can be taught to students at the middle- and high-school levels, which is when they learn to write and speak persuasively. The book is also helpful for teachers themselves, since communication and engaging students is what we are all about, and many of the tips McGowan offers speak directly to that. The

ÃfÃ¢Ã  ¬Ã  Â•Conviction PrincipleÃfÃ¢Ã  ¬Ã  Â• (Chap. 7) is a perfect example. I would definitely recommend this book to colleagues as well as people in any field. The format is user-friendly, and I like the personal stories and anecdotes that illustrate the key points.

McGowanÃfÃ¢Ã  ¬Ã  Â„çs style is entertaining as well as being informative, and I laughed out loud at some of the gaffes he described ÃfÃ¢Ã  ¬Ã  Âœ mistakes that we know we all are capable of making (or even worse ÃfÃ¢Ã  ¬Ã  Âœ we have made!) The Glossary is a helpful tool, with entries that are punchy and memorable. Overall, this is a book worth reading and referring back to frequently.

Very good book. I got it for my son who is a computer engineer for Microsoft. He is being called on to give more and more presentations and this will help him a lot.

I have read many business books for direct professional application and basic curiosity about the mechanics of business success. Many are difficult to stay with and go half finished. This one is a great read and upon finishing Pitch Perfect, I wanted to go back and begin again. McGowan succeeds in weaving sound and actionable communication teachings throughout a highly entertaining narrative. Pitch Perfect will have you laughing right out loud and you will be able to eloquently articulate to those around you just what is so damn funny. The big bonus here is that Pitch Perfect includes specific language to use for; redirecting an awkward social conversation, how to meaningfully converse with your boss at a holiday party, and direction for what to do (and not do) when crafting a wedding toast or eulogy. McGowan's communication principles apply consistently to all the opportunities we have to shine with our verbal and non-verbal communication at work and in our personal lives.

This one makes my list of essential reading for anyone who speaks publicly, gives presentations, communicates for a living or ever has to persuade. Tips, techniques and tools for effectively getting your point across. I especially like the fact that Bill dispels the old truisms that have dogged a lot of speakers who can't forget the bad habits they learned in high school English class (or wherever it was). This book will change the way you speak whether you are a beginner looking to get a handle on the basics or a pro who wants to raise his game.

Strong message! But it gets repetitive after a while. There is also a lot of common sense stuff in the text that a normal socially adjusted human would know how to avoid or direct when it comes to social interaction. However, despite these short comings, the text provides numerous great models for getting your message across and directing the flow of conversation in the manner that best suits your mission.

Regardless of your profession, industry or job Perfect Pitch is a must before you make any more presentations or do any public speaking. Bill McGowan writes in a style that makes you feel as if you are receiving a private coaching session. This book was recommended to me by my business development coach and you should not assume that the content translates into just how to deliver a speech. **THIS IS BUSINESS DEVELOPMENT 101.** As an attorney with more than 25 years in private practice I have benefitted from Pitch Perfect. I have recommended the book to my colleagues, clients and our firm's director of professional development.

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