



# **The Micro-Script Rules: It's not what people hear. It's what they repeat...**

*Bill Schley*

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Know how to make 5 words beat 5,000? Or tell your whole story in a sentence of less? For communicators now, it's critical. And the secret's in *The Micro-Script Rules: It's not what people hear. It's what they repeat...*

Call it survival of the simplest: That's the bottom line if you're in branding, politics, teaching, a business owner or advertiser—anyone who communicates in this hyper-connected world. Because with 300 billion messages going by each second, we can't break through by delivering more data. Human brains want less. They want to make snap judgments on the least bit of info. They want us to package it for them--in Micro-Scripts. That's why:

- ? A new product seizes 50% of the market in two years using 7 perfect words.
- ? A lawyer won the murder trial of the century with 8 simple words.
- ? Ernest Hemingway thought his greatest story ever was 6 words long.
- ? The fate of millions was changed by a war, based on a 2 word policy.
- ? A presidential election turned on a 4 word phrase.

Imagine the power of magic words like these on your brand, your website, your business plan, your career. They're not just sound bites. They're story bites. Written the way we love to remember and repeat. Used by great communicators for 1,000 years. Now they're yours in a smart and entertaining book: *The Micro-Script Rules*.

“The Micro-Script Rules is dead on—it's how to verbalize a point of difference.”  
--JACK TROUT, co-author of the legendary *Positioning: The Battle for Your Mind*

“The missing ingredient in most marketing is memorability...Micro-Scripts solve that problem.”  
-- AL RIES, co-author of the legendary *Positioning: The Battle for Your Mind*

“As Bill Schley shows, Micro-Scripts are big marketing. Now, anyone can dominate a market with a few well-placed words. Especially you. So what are you waiting for?”  
-- DAVID MEERMAN SCOTT, bestselling author, *The New Rules of Marketing & PR*

“This should be required reading for every candidate and campaign consultant.”  
--JIM KITCHENS, Ph. D., President of The Kitchens Group

“WOW, one of the most important books you will read in your lifetime!”  
--JASON JENNINGS, bestselling author, *Less is More, Think BIG-Act Small*

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#### **Robert Nichols:**

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