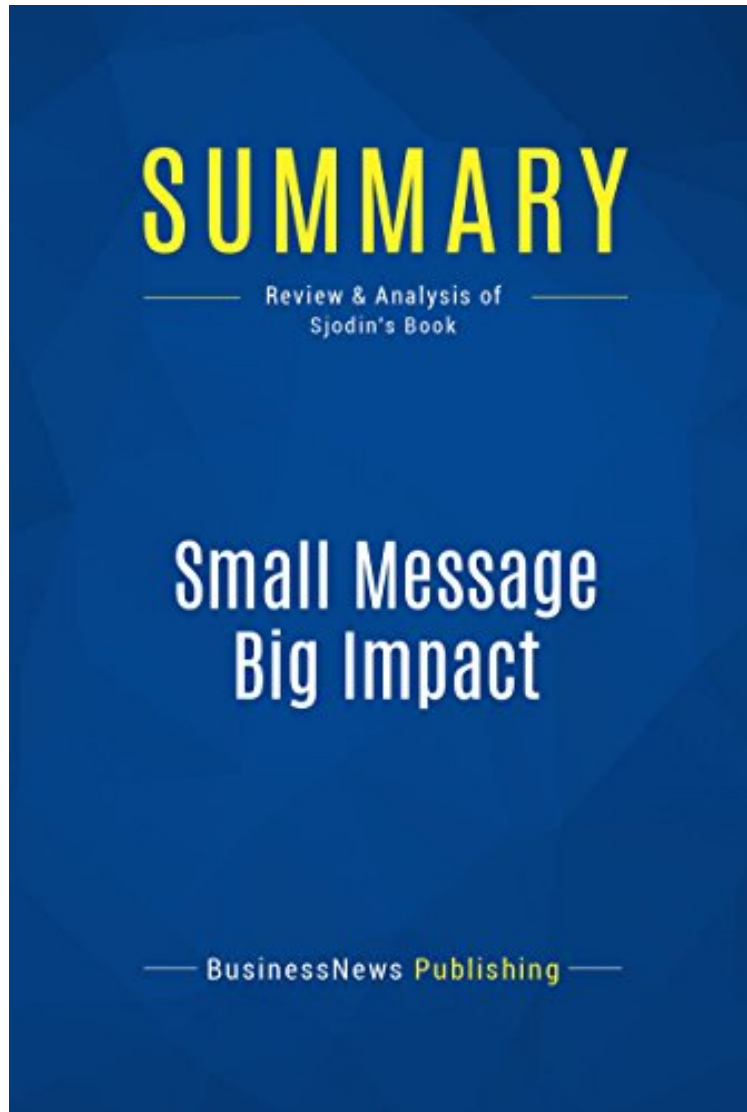


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BusinessNews Publishing : Summary: Small Message Big Impact: Review and Analysis of Sjodin's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: Small Message Big Impact: Review and Analysis of Sjodin's Book:

The must-read summary of Terri Sjodin's book: "Small Message Big Impact: How to Put the Power of the Elevator

Speech Effect to Work for You". This complete summary of the ideas from Terri Sjodin's book "Small Message Big Impact" explains that an elevator speech is a brief speech that introduces your product in less than three minutes. This summary explains how to maximise the impact of that small message and benefit from the "elevator effect".

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Small Message Big Impact" and discover how the key to selling more is saying less.