Google Drive



Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv

Kathy Klotz-Guest

Download now

Click here if your download doesn"t start automatically

Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv

Kathy Klotz-Guest

Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv Kathy Klotz-Guest
Coming up constantly with a steady stream of marketing content, stories, and ideas that inspire excitement, interest and banish boring can be challenging. Your content-weary audience is saying “Stop Boring Me!” You cannot connect meaningfully with your audience if you bore them. There’s just too much content chasing too little mindshare today. And most business marketing stinks because it is transactional, superficial and not human.

The good news: it doesn’t have to be that way because everyone is creative. Your inner kid is smart because it knows how to play. What if you could create engaging marketing content and storytelling, and generate kick-ass, fun and relevant ideas for stories, articles, branding, social media campaigns, sales presentations, and even new products? Well there is a fun way to do exactly that: by applying key concepts from the world of improvisation. Don’t worry – this is not about theatricality, so you don’t have to perform. It is about playfulness, however, and unleashing your inner kid. Bringing key concepts from the improvisation stage to your marketing, sales, branding and products page – or business stage, if you like – can help you, your team, your company and your business generate ideas that kick boring to the curb. While this book will help you be more funny, it’s focused on fun as a creative catalyst for content idea orgasms: when different things come together in a fresh, human and engaging way that makes you and your audience say “aww yeah!”

The first half of the book centers on how to use key improv concepts to craft and tell better stories for sales, social media, articles, presentations, content, and other story-related contexts. The second half of the book is all about innovating massively creative marketing ideas for products, content, campaigns, customer service, sales processes, you name it. While this book was written primarily for marketing people who have to create content, tell stories, make presentations; anyone in the idea-generation business (and who isn’t) can use the tips in this book. Whether you are in marketing, sales, HR, product or customer service, these exercises will help you innovate and unleash more creative awesome into your work. Here is to more idea orgasms for you and your audience.

Download Stop Boring Me!: How to Create Kick-Ass Marketing ...pdf

Read Online Stop Boring Me!: How to Create Kick-Ass Marketin ...pdf

Download and Read Free Online Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv Kathy Klotz-Guest

---

From reader reviews:

Clare Lucas:

What do you regarding book? It is not important along? Or just adding material when you want something to explain what the one you have problem? How about your spare time? Or are you busy particular person? If you don't have spare time to complete others business, it is gives you the sense of being bored faster. And you have spare time? What did you do? Everybody has many questions above. The doctor has to answer that question because just their can do which. It said that about publication. Book is familiar in each person. Yes, it is proper. Because start from on jardín de infancia until university need this specific Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv to read.

Melinda Miller:

Reading a e-book can be one of a lot of exercise that everyone in the world loves. Do you like reading book and so. There are a lot of reasons why people enjoyed. First reading a guide will give you a lot of new facts. When you read a publication you will get new information simply because book is one of various ways to share the information or perhaps their idea. Second, reading a book will make you actually more imaginative. When you looking at a book especially fiction book the author will bring one to imagine the story how the character types do it anything. Third, you may share your knowledge to others. When you read this Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv, you could tells your family, friends along with soon about yours publication. Your knowledge can inspire average, make them reading a book.

Anne Hahn:

Spent a free time to be fun activity to perform! A lot of people spent their sparetime with their family, or all their friends. Usually they undertaking activity like watching television, about to beach, or picnic inside park. They actually doing same every week. Do you feel it? Would you like to something different to fill your free time/ holiday? Can be reading a book is usually option to fill your cost-free time/ holiday. The first thing that you ask may be what kinds of book that you should read. If you want to attempt look for book, may be the reserve untitled Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv can be great book to read. May be it could be best activity to you.

Herbert Mikula:

That guide can make you to feel relax. This particular book Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv was multi-colored and of course has pictures on the website. As we know that book Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv has many kinds or style. Start from kids until teenagers. For example Naruto or Detective Conan you can read and think that you are the character on there. Therefore , not at all of book are make you bored, any it makes you feel happy, fun and relax. Try to

choose the best book for you and try to like reading that.

Download and Read Online Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv Kathy Klotz-Guest #W3LQDB1Y9TN

Read Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv by Kathy Klotz-Guest for online ebook

Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv by Kathy Klotz-Guest Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv by Kathy Klotz-Guest books to read online.

Online Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv by Kathy Klotz-Guest ebook PDF download

Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv by Kathy Klotz-Guest Doc

Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv by Kathy Klotz-Guest Mobipocket

Stop Boring Me!: How to Create Kick-Ass Marketing Content, Products and Ideas Through the Power of Improv by Kathy Klotz-Guest EPub