



# What's Your Hook? (Black & White version): How to Make Your Message Memorable

*Kevin Carroll*

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This book is for anyone who has to give a presentation and wants to make certain that their message sticks with their audience. (Ideal for salespeople.) Kevin Carroll shows you how to use stories, analogies, props and a whole lot more in order to: 1. Grab your listener's attention. 2. Make your message easy to understand. 3. Get your message to stick! (This is the black & white version of the book. The 4-color version is available at: [www.createspace.com/3383380](http://www.createspace.com/3383380))

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