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Online Get Your Selling Storytellers Ebook

Seth Gitner



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to own helping YOU TO GET AHEAD **Digital Storytelling** Carolyn Handler Miller,2014-06-27 Digital Storytelling shows you how to create immersive interactive narratives across a multitude of platforms devices and media From age old storytelling techniques to cutting edge development processes this book covers creating stories for all forms of New Media including transmedia storytelling video games mobile apps and second screen experiences The way a story is told a message is delivered or a narrative is navigated has changed dramatically over the last few years Stories are told through video games interactive books and social media Stories are told on all sorts of different platforms and through all sorts of different devices They re immersive letting the user interact with the story and letting the user enter the story and shape it themselves This book features case studies that cover a great spectrum of platforms and different story genres It also shows you how to plan processes for developing interactive narratives for all forms of entertainment and non fiction purposes education training information and promotion Digital Storytelling features interviews with some of the industry s biggest names showing you how they build and tell their stories [How to use storytelling for sales and create an emotional connection with your customers](#) Digital World,2024-07-05 Tired of mediocre sales results Wanting to turn your business into a magnet for loyal customers In this series of practical and revealing ebooks you will have access to an arsenal of advanced strategies and techniques to boost your sales to new heights and build lasting relationships with your customers Throughout the series you will Unlock the secrets of consumer psychology Understand the motivations and triggers that drive purchasing decisions and learn how to create irresistible messages that convert leads into loyal customers Master foolproof prospecting techniques Discover how to find your ideal customers even in competitive markets and build a solid foundation of qualified leads Improve your communication skills Learn to communicate with clarity persuasion and empathy creating genuine connections with your customers and building the trust necessary to close sales Monetize your knowledge and skills Transform yourself into a sales expert and explore lucrative opportunities to offer your services as a consultant or mentor Each ebook in the series offers Practical actionable content Proven tips and strategies you can immediately implement in your business Real examples and case studies Learn from the experiences of successful salespeople and replicate their results Valuable tools and resources Templates checklists and scripts to help you implement strategies Personalized guidance Access to an exclusive group to answer questions and receive personalized support Whether you are a beginner or an experienced seller this ebook series is the key to your success Invest in your future and become a sales master Secure your complete series today and take the first step towards mastering the art of selling and building customer loyalty **Connecting with Customers Through Storytelling** Digital World,2025-02-22 In a world saturated with messages and advertisements where attention is an increasingly scarce resource storytelling emerges as a powerful tool to stand out and win over your customers More than just a marketing technique storytelling is the art of connecting with people on an emotional level using the power of stories to create a memorable and persuasive experience In this eBook you will delve into the world of storytelling for sales

exploring its benefits learning how to build effective stories and discovering how to use them in different stages of the sales process **Multimedia Storytelling for Digital Communicators in a Multiplatform World** Seth Gitner,2022-07-12

Now in its second edition **Multimedia Storytelling for Digital Communicators in a Multiplatform World** is a trusted guide for all students who need to master visual communication through multiple media and platforms Incorporating how to s on everything from website and social media optimization to screenwriting this textbook provides readers with the tools for successfully merging new multimedia technology with very old and deep rooted storytelling concepts Topics covered include how to understand conflict characters and plot development conducting successful interviews editing video in post production and sourcing royalty free music and sound effects The book also includes a range of supplemental material including exercises for each chapter interviews with seasoned professionals key terms and review questions New to this edition are thoroughly updated chapters on social media storytelling visual storytelling with mobile devices and post production techniques to reflect current industry trends This book is a key resource for students learning to think and create visually in fields across broadcast and digital journalism film photography advertising and public relations **Visual**

Storytelling Ronald J. Osgood,M. Joseph Hinshaw,2009 DVD ROM contains Interactive modules that illustrate concepts discussed in the text **Storytelling Magazine** ,2004 **Business Week** ,2000 **Learning and Leading with**

Technology ,2004 **Copyright World** ,1999 **The Handbook of Strategic Public Relations and Integrated Marketing Communications 2/E** Clarke Caywood,2011-12-28 The Definitive Guide to PR and Communications updated with the newest social media and brand reputation tools and techniques The most authoritative comprehensive resource of its kind **The Handbook of Strategic Public Relations and Integrated Marketing Communications Second Edition** is a gathering of 70 of the brightest most influential figures in the field It includes 27 new chapters as well as 44 new authors addressing the major changes in the field since the last edition the use of social media in business demanding and growing stakeholder relationships and a new era of openness and transparency to protect reputations and brands and to prevent crises Providing best practices for 28 key industries the handbook is conveniently organized into thematic sections Introduction to Public Relations and Integrated Communications research history law and ethics Stakeholder Leadership in Public Relations crisis management employees investors consumers press corporate philanthropy and digital communities Current and Continuing Issues in Public Relations business sustainability environmental communications and reputation and brand management Industries and Organizations Business to Consumer and Business to Business automotive aviation insurance hospitality healthcare consulting financial food law and energy Each section highlights specific case studies and examples to illuminate exactly how to plan and execute different methods for optimum results The book concludes with a section on the future of the industry developing issues trends and roles of public relations and integrated communications Use **The Handbook of Strategic Public Relations and Integrated Marketing Communications** to position your company your brand and yourself for

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Professor CUNY Hunter College and New York University Our function s number one objective is develop and successfully execute communications strategies that help our companies and organizations win in the marketplace and Clarke Caywood s Handbook of Strategic Public Relations and Integrated Marketing Communications provides students of our profession the best in real world thinking and successful execution Jim Spangler Vice President Chief Communications Officer Navistar Inc

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Building a Home Movie Studio and Getting Your Films Online Kurt Lancaster,Cynthia Conti,2001 How to take advantage of the web s ability to provide cheap worldwide distribution and make film of professional quality using software **Digital Cinema** Thom Taylor,Melinda Hsu,2003 This book is aimed at independent media producers or storytellers interested in making sure they get maximum exposure in today s competitive market *The Futurist* ,1997 **Broadcasting & Cable** ,2007-10 **NewMedia** ,1998 **The Publishers Weekly** ,2006

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