



Pitch Perfect: How to Say It Right the First Time, Every Time

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Media guru and Emmy Award-winning correspondent Bill McGowan—coach to some of the biggest names in business and entertainment, including Eli Manning, Kelly Clarkson, Jack Welch, Thomas Keller and Kenneth Cole teaches you how to get your message across and get what you want with pitch perfect communication. He is also a trusted advisor in the C-suites of tech companies like, Facebook, Spotify, AirBnB, Dropbox and Salesforce.com.

Saying the right thing the right way can make the difference between sealing the deal or losing the account, getting a promotion, or getting a pink slip. It's essential to be pitch perfect—to get the right message across to the right person at the right time. In *Pitch Perfect*, Bill McGowan shows you how to craft the right message and deliver it using the right language—both verbal and nonverbal.

Pitch Perfect teaches you how to overcome common communication pitfalls using McGowan's simple Principles of Persuasion, which are highly effective and easy to learn, implement, and master. With *Pitch Perfect* you can harness the power of persuasion and have people not only listening closely to your every word but also remembering you long after you've left the room.

Pitch Perfect: How to Say It Right the First Time, Every Time Details

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From Reader Review Pitch Perfect: How to Say It Right the First Time, Every Time for online ebook

Lauren (galacticake) says

If you're socially awkward, this is a good book for you.

Jun Qian says

The author, I am sure, is very good at coaching others in the art of making the pitch perfect speech, and such art, however, is hard to distill into simple rules. I did not expect to learn all the techniques from reading this book, but was looking forward to the example scenarios and analyses. I came away a bit disappointed in that, although the book has some interesting real cases, it is not populated with more of them. The book offers a lot more than an informercial for the authors consulting service, but falls short to be truly instructive/helpful for a self-help book.

Mary Louise says

There are great communication tips in this book for every occasion, using the storytelling method the author, Bill McGowan teaches. In all he teaches seven principles which he developed working as a television news correspondent and producer, interviewing and helping many celebrities.

Mckinley says

Seven Principles of Persuasion:

Headline principle: start with best material

Scorsese Principle: Hold your audience's attention with visual images.

No-Tailgating Principle: Avoid verbal fender-benders and career-wrecking moments by maintaining a safe talking distance.

The Pasta-Sauce Principle: avoid boredom by boiling down message, making it as rich and brief as possible.

Conviction principle: convey certainly with body language and voice

Curiosity principle: display genuine interest

Draper principle: stay on point - flow and focus, play to your strengths

Of course this all takes repeated practice, distinctiveness is key, conviction, brevity, and enthusiasm.

Ironically, I found this book full of filler, padding and pandering.

W. Whalin says

Bill McGowan is a communication coach and expert in this area with clients like Facebook and many others. I heard the audio of this book from cover to cover. It was packed with great stories and insights. It is the type of book that I could hear every year and gain more value and insight for my every day communication situations.

Whether you are trying to make a toast for a wedding or a eulogy at a funeral or ace a job interview or prepare for a tough conversation with your boss, PITCH PERFECT will help you. I loved this book and I highly recommend it.

Dirk Moritz says

Terrible, all about me, myself & I...

Amisha says

Why oh why, did I not give up on this book? This book was a waste of time, energy, and brainpower. I thought it was going to be good because it something that I'm good at that I want to get better at. This book is written for people who suck at speaking and need to upgrade to moderately sucky. There are so many rules that he outlines that he breaks himself. Don't drone on and on...no one cares. Don't use clichés. Don't be too sales-pitchy. This entire book is a sales pitch and a love letter to himself. Apparently, we should call him right now and hire him to solve all of our lives problem, even ones he is not equipped to nor has the expertise to solve. #itwasthatbad

Rick Yvanovich says

Lots of good tips in here. I especially liked the tips on what not to do, many of them are changing my thoughts of things that you may have taken for granted as they have become so cliché, and its because they have become so cliché is why you need to stop using them to get some real meaning back into the point you are really trying to make.

Heydi Smith says

This was an interesting look at public speaking and how to do it better. The author repeats himself many times which gets old real fast. That said, his experiences are interesting and his advice practical. I can see that he's great at his job. What he could have used help with was writing this book as it's quite unorganized.

Puffling says

Books about "effective communication" - i.e. getting people to respond in the way that you prefer - often come across like sneaky tricks for manipulation. Being genuine and vulnerable is an important part of how I present myself ideally, and if anything I'd like tips on how to do that in a way that isn't off-putting. Because unfortunately I've found myself in many situations when in an effort to be open and genuine I've either come on too strong or crossed some social boundary I didn't realize existed. This is due in part to having been homeschooled.

This book was both more helpful and less obnoxious than I would have expected. I appreciate that the author encourages you to practice in order to improve the skills mentioned, while pointing out that no one can or should be "on" all the time, and that it would be downright odd to suddenly start trying to manage everything you're saying to your family.

The writing was concise, and he presented most of the ideas fairly early, rather than dragging it out to keep you reading. I was pleased to find that some of the things I've thought of as personal flaws are apparently effective (like telling the same story in different ways to different people to see what people respond to best). I began formulating a more specific strategy for a difficult upcoming career-related conversation, and will actually practice instead of assuming that I'll figure it out in the moment.

Downsides: gendered language/lack of awareness of different genders. He's pretty good on the feminist front overall, but could acknowledge power dynamics more. It still does feel over the top to try to be "pitch perfect" in so many different situations, but at least it's as much from the perspective of making people happy and comfortable and not just smarmy advertising.

I'll probably read it again at some point.

Jana says

I came across this book when I was searching data for my workshops. I've read Forbes article and it got me intrigued to learn more about Bill McGowan's method since currently I like everything connected with paralanguage, evolutionary psychology and social anthropology.

But the book is really difficult to follow; the visual structure is not very well organised and I kept notes, but eventually I gave up, since it looked messy and a lot of times I couldn't find elemental principle of the thing that I had to learn.

McGowan has great examples and I perfectly understand that this is a skill which you have to wax and wax and make it a habit, but I don't think that he made his ideas worth reading. Yes, as a really all compassed manual on how to perfect your speaking abilities but unfortunately for some things you need a person with a pulse instead of his words on the paper.

If I had money, I would definitely hire McGowan to knock some sense into my communication since I have a very hyperactive brain. Humans listen much faster than they speak. The average public speaker communicates at a speed of about 125 words a minute, and that pace sounds fine to the audience. Someone having an excited conversation speaks at about 150 words a minute. BUT the average person can hear 400 to

500 words a minute.

Bipolar disorder of my communication is that professionally I'm an extrovert since in my field of work I had to teach myself to embrace public speaking and to learn to love and enjoy myself while being all the time upfront, so I like my professional side of face. But privately I am rather quiet, I don't like to express my thoughts too much since I know that all opinions are really just a bunch of personal and subjective perceptions and I don't like to force my opinions on anyone since they are so easily manipulated and prone to change. And I don't like to discuss trivial things which start with the sentence "I". So I am rather difficult with chat chat since I don't get it, never did.

Aristotle said that we are what we repeatedly do.

I am just beginning to learn how many of our fundamental things are just habits and how with time and motivation you can absolutely change your personality, thoughts and outside presentation. And it is not so difficult too. On average, it takes more than 2 months before a new behavior becomes automatic — 66 days to be exact. 66 days for a thing to become a habit. 66 times to do something repeatedly for your brain, emotions and body to start recognising it as part of your daily routine.

Leadership is defined as:

1. gravitas - the ability to project confidence
2. excellent communication skills
3. polished appearance

McGowan, if I could, I would hire you.

Marshall Seid says

The final message I received was "Practice as much as you possibly can."

Ørjan says

Certainly gave me a good set of areas to start working on. Good read.

Nathan Albright says

Contrary to the first expectations of someone looking at this title, this is not the audiobook for the companion volume to the successful movie series about vocal performance groups. If you are seeking for that volume, I am afraid this view will only disappoint you, because it is about something else entirely. This book is instead about something else entirely, namely the worth of making sure that one is on point and on message in the high stakes conversations that people are involved with at work and at home and in other aspects of their lives. As someone who relishes books and audiobooks about public speaking and other aspects of communication [1], this book was certainly one that I thought was worthwhile on the grounds of its subject matter alone, apart from the charm of the writer, who also read the book aloud. And to be sure, the author is definitely humorous and that sense of humor carries this book pretty well, almost making the reader want to

become a client of the author's firm to assist in keeping on message, something that a lot of people need a lot of help with.

The author makes his points in the seven cds (each of them roughly an hour long or so) by a combination of personal stories as well as heavily repeated phrases that drive the point home and that almost (if not entirely) cross over into cliché territory. The author had been a news anchor and then moved into Current Affair and then working with Connie Chung before striking out on his own as a message consultant. He has a fondness for telling his clients to tell stories with a great deal of visual detail that hold the audience's attention, reduce one's message to its essentials like making pasta sauce, and avoiding mental tailgating so that one's mouth does not exceed one's thinking. This is not to say that the author denies any value in spontaneity, although he does not consider it having a proper place in business communication (including e-mails) or high-stakes personal conversations. Whether or not one is listening to the author's take on having on point messages at work or in one's personal life or listening to some of the many entertaining stories, there is a lot of worth here for someone who wants to improve their communication skills.

That is not to say that this book is perfect, though. At times, the author comes off as a bit of a jerk, such as the way that he relishes ambushing people while working at A Current Affair and the way he talks about being unpleasant to some of his clients. At other times, the author's political views come off as strident and unlikable. The author's attempts to claim impartiality are shown pretty early to be false when he makes some unpleasant sniping about Trump, and when he talks up Obama as if he was some kind of master of communication instead of being perhaps the most overrated president of all time. Even worse, the author's fulsome praise of former Secretary of State Hilary Clinton as having contributed to the increase of America's stature abroad and having served her country well given her massive failures in dealing with Russia and the Middle East and the absolute travesty of her behavior regarding the death of the US Ambassador to Libya in Benghazi, to say nothing of her private e-mail server or general criminality, prompted me to derisive laughter while I was listening to his obsequiousness of the worst American public servant since James Buchanan. So no, this book is not perfect. Learn the lessons it has to offer, but skip the author's tacky job history and pitiful political worldview.

[1] See, for example:

<https://edgeinducedcohesion.blog/2018...>

<https://edgeinducedcohesion.blog/2016...>

<https://edgeinducedcohesion.blog/2017...>

<https://edgeinducedcohesion.blog/2016...>

Mark Mitchell says

Pitch Perfect is aimed at those who speak in professional contexts: corporate presentations, sales pitches, trade show cocktail parties, media interviews, and the like. While people who just want to communicate better on a personal level might benefit from the book, that is not the primary focus. Bill McGowan is a media consultant whose primary business is training professionals who speak in public, and the premise of the book is to provide some of the benefits of his consulting to the masses.

I'm convinced by the book that if I were approaching a situation in which it was critical that I ace a media interview, McGowan would be a great tutor. Unfortunately, his in-person training is probably much better than the book. Despite a number of helpful anecdotes, most of the book is rather standard advice: keep remarks brief, hydrate before speaking, practice — but not too much. McGowan has the unfortunate habit of focusing on what one should not do, rather than on what one should do. That gives him the opportunity to tell a number of fun stories about people embarrassing themselves, but isn't all that helpful in improving one's own speaking.

He does give good examples of how to do implement certain suggestions, and I certainly learned a few useful things from reading the book. But, I'm not confident that the benefits were worth the time it took to plow through it all.
