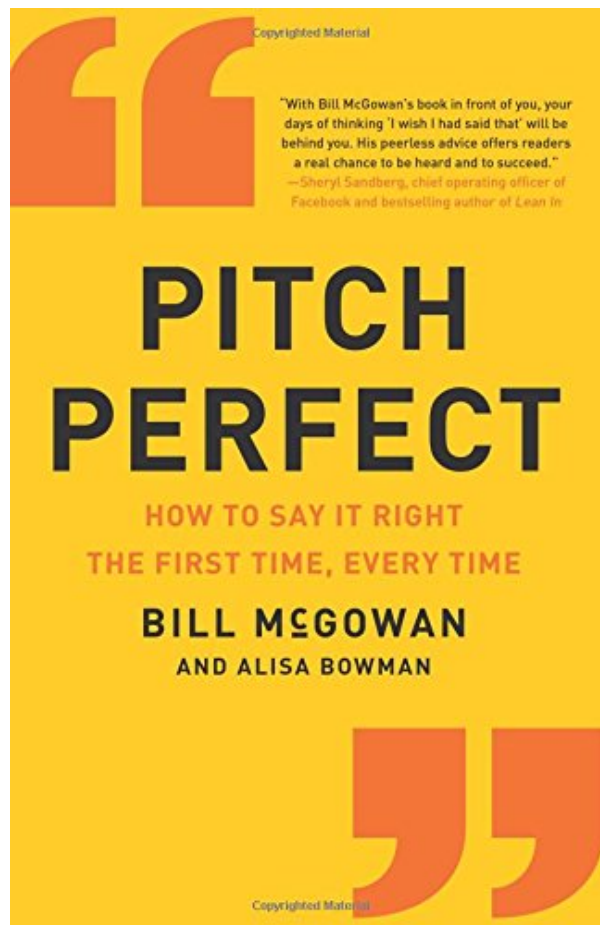
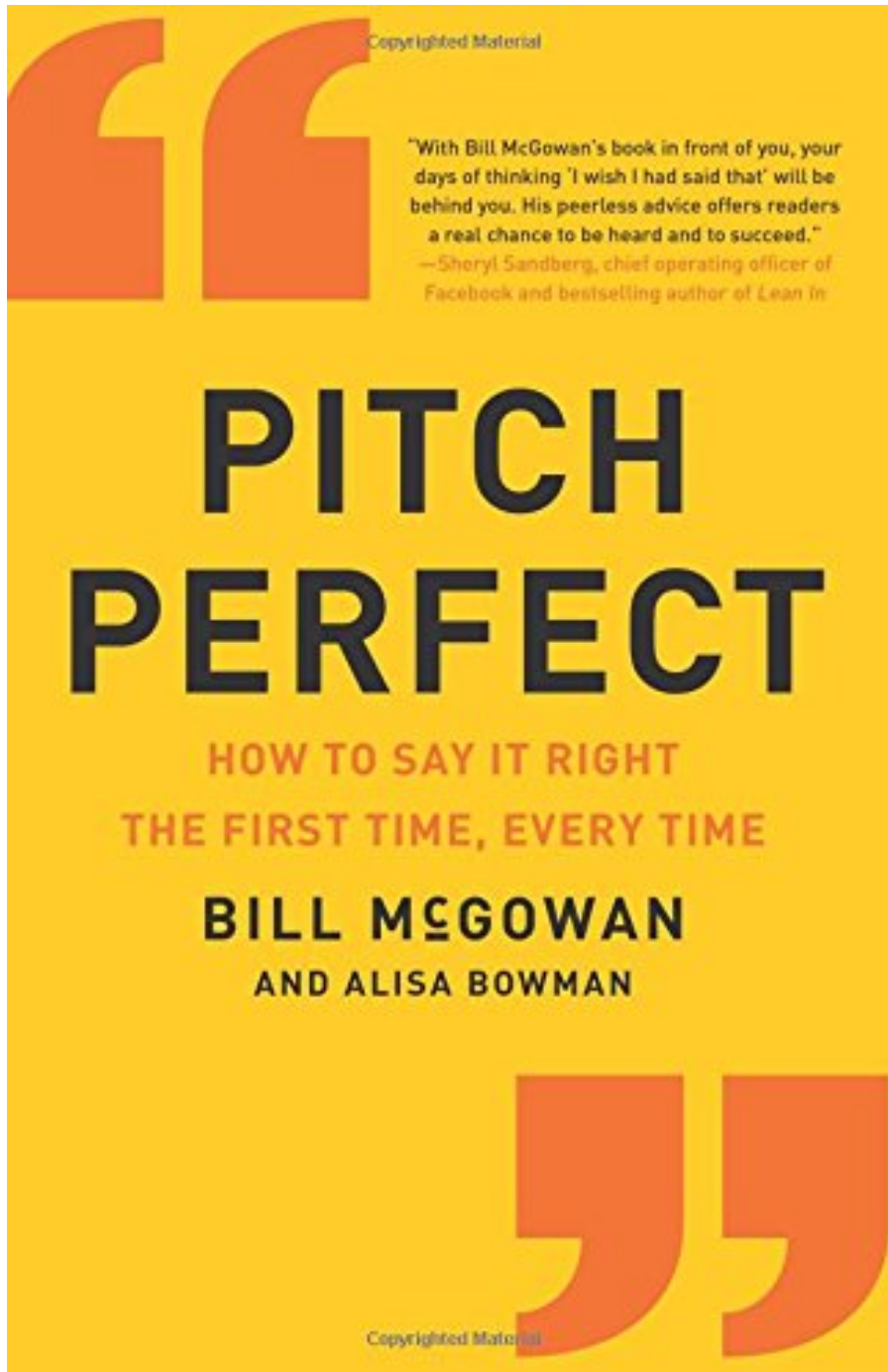


PITCH PERFECT: HOW TO SAY IT RIGHT THE FIRST TIME, EVERY TIME BY BILL MCGOWAN



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Most helpful customer reviews

3 of 3 people found the following review helpful.

Pitch Perfect is Perfectly on Point.

By Kindle Customer

Pitch Perfect is Perfectly on Point.

I am a culinary and a communications professional with a lot of interview experience. I bought Pitch Perfect because of the author's experience and background as a producer and a reporter—and the excellent reviews on Amazon. In the beginning of the book, he tells the story of how he made the switch from being on TV to coaching people to be more effective communicators (on TV and beyond). And, his first "client" was right. He is great at it! The book feels like an extended one-on-one session. It captures the feel of a meaty working session with all of the tips, techniques and strategies for successful and effective communication laid out in simple and easily digestible terms. Not surprising, my favorite "Pitch Perfect Principle" is The Pasta-Sauce Principle which underscores my favorite cooking adage of 'less is more.' McGowan states, "...good communication is a lot like pasta sauce. The more you boil down and reduce a sauce, the more dynamic the flavor."

Never was a truer principle told, and by connecting it to pasta sauce, it is unforgettable. Buy the book. Read the book. Live the book. It will make all your communication better, not just interviews and presentations.

1 of 1 people found the following review helpful.

Great for anyone who needs to communicate orally

By Jonathan Groner

This book is great fun and full of excellent advice. As a fairly successful public speaker (when I have had to speak), I must say that McGowan has it right. A lot of the "old" advice from the 1970s, like envisioning your audience in underwear, is ineffective, he says, and makes no sense. McGowan's better advice: There's no substitute for preparation. I loved his recommended ways of steering an inappropriate or ineffective conversation into a better path without insulting the person who went in the wrong direction. His stories about celebrities or near-celebrities who didn't heed his advice are absolutely hilarious. As McGowan says, please don't invent words in your pitch like "thrival," and expect your audience to be thrilled! You will only sound strange.

3 of 3 people found the following review helpful.

Great advice, don't pass this one by!

By Elizabeth Hope

I love this book! Pitch perfect is a great guidebook for anyone who wants to make a good impression in any kind of social situation. The advice offered here can help you whether you're talking to one person or a whole audience.

As a visual artist, presenting has never been my forté, in fact just the idea of being the focus of attention has always been nerve-racking for me. But I found the author's tone, wealth of experience and depth of knowledge so helpful and reassuring that I am actually looking forward to putting his ideas into play.

It's hard to imagine a situation where you wouldn't benefit from the savvy advice offered here. Whether you're presenting an idea, giving a talk, being interviewed or just interacting with others you can gain really useful tips and insights on what to do as well as what not to do, to always make the best impression. As McGowan reminds us "...there are no second takes in real life. That's why it's so important to say it right the first time, every time." How true!

If you're like me and not comfortable being the focus of attention it's wise to call in an expert. Reading this

book is like having private practice sessions with a coach who knows the territory like the back of his hand. I appreciate how McGowan points out specific pitfalls to avoid ahead of time, this is where his experience really shines through. There is a good balance of common sense, insider information and humor that had me laughing out loud. You can learn a lot from other's mistakes illustrated throughout the book, McGowan even includes some of his own not so pitch perfect moments which kept his advice from seeming preachy. I felt encouraged throughout the book especially when he shares that "Pitch-Perfect communication is not just vital, it's also something anyone can learn." and he promises to impart everything he knows and has learned from his 30 years in television and 4,000 coaching sessions so the reader can "come away with a thorough yet simple set of principles for deftly handling a wide variety of personal and professional communications scenarios so you can achieve the best of all possible results." Wow, that's a big promise but in my opinion McGowan delivers. I can't wait to share this with my friends. I highly recommend getting the audio version too. I especially enjoyed listening to McGowan's great delivery and conversational style. It feels like he's right there with you! His level of experience and confidence spills out from every page, and I already feel greatly reassured that awkward presentations and unconscious self sabotage are now a thing of the past. Get your highlighters ready, this advice is too good to forget and worth every penny.

[See all 168 customer reviews...](#)

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