

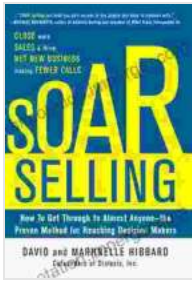
# How to Get Through to Almost Anyone: Unlocking the Proven Method for Reaching Decisions

In today's fast-paced, information-overloaded world, the ability to communicate effectively and persuade others is more critical than ever. *How To Get Through To Almost Anyone* offers a practical, step-by-step guide to help you overcome communication barriers and connect with your audience on a deeper level. Written by renowned communication expert Dr. Jack Schafer, this book provides a time-tested method for reaching decisions and achieving your goals.

At the heart of Dr. Schafer's approach lies the concept of empathy, the ability to understand and share the feelings of others. By putting yourself in the shoes of your audience, you can tailor your communication to resonate with their needs and values. *How To Get Through To Almost Anyone* provides techniques to develop your empathic skills, helping you to:

- Identify and understand the underlying emotions and motivations of others
- Build rapport and create a sense of connection
- Communicate in a way that is sensitive to individual differences

Dr. Schafer introduces the Five-Step Decision Cycle as a framework for guiding your communication strategy. This cycle outlines the psychological stages individuals go through when making decisions:



## SOAR Selling: How To Get Through to Almost Anyone —the Proven Method for Reaching Decision Makers: How to Get Through to Almost Anyone - The Proven Method for Reaching Decision Makers by David Hibbard

★★★★☆ 4.5 out of 5

Language : English  
File size : 7796 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 240 pages



1. **Awareness:** Getting your message noticed and understood
2. **Interest:** Creating curiosity and desire to learn more
3. **Evaluation:** Providing information and evidence to support your case
4. **Trial:** Offering a low-risk opportunity to experience your product or service
5. **Decision:** Guiding the individual to take action

By understanding the Decision Cycle, you can tailor your communication to each stage, effectively moving your audience toward the desired outcome.

How To Get Through To Almost Anyone delves into the art of crafting persuasive messages that resonate with your audience. Dr. Schafer shares:

- **Principles of persuasion:** Psychological principles that influence decision-making
- **The anatomy of a persuasive message:** Structure and elements of effective communication
- **Overcoming objections:** Strategies for handling resistance and building confidence

The book is not merely a theoretical guide but also offers practical applications for various communication scenarios. You'll learn how to:

- **Negotiate effectively in business and personal settings**
- **Persuade decision-makers to support your ideas**
- **Build strong relationships through effective communication**
- **Resolve conflicts and foster understanding**

By mastering the techniques in this book, you will:

- **Increase your influence and persuasion skills**
- **Build stronger relationships and connections**
- **Improve your communication skills in all aspects of life**
- **Enhance your decision-making abilities**
- **Achieve greater success in personal and professional endeavors**

How To Get Through To Almost Anyone is an indispensable guide for anyone seeking to improve their communication skills and reach their

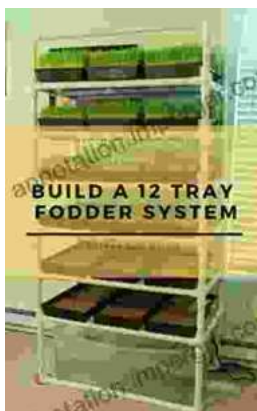
goals. Dr. Schafer's proven method, rooted in empathy and the Decision Cycle, provides a practical and effective roadmap for connecting with your audience and influencing their decisions. Whether you're a business leader, salesperson, negotiator, or simply someone who wants to be more effective in their interactions, this book is a must-read. Invest in your communication skills today and unlock the power to reach almost anyone.



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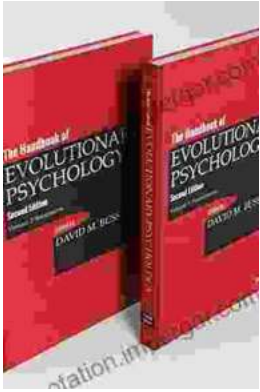
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