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# Impossible To Ignore: Creating Memorable Content To Influence Decisions: Creating Memorable Content To Influence Decisions

"If you want to evangelize and enchant people, you must influence their memories. This book shows you how to do it."  
—GUY KAWASAKI, bestselling author of *Enchantment*

## IMPOSSIBLE TO IGNORE

Creating Memorable Content  
to Influence Decisions



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## Synopsis

A groundbreaking approach to creating memorable messages that are easy to process, hard to forget, and impossible to ignore—using the latest in brain science. Audiences forget up to 90 percent of what you communicate. But people make decisions and act based on what they remember, so a pragmatic approach for the effective communicator is to be deliberate about the 10 percent that audiences do retain. Otherwise, content recall is random and inconsistent. Many experts have offered techniques on how to improve your own memory, but not how to influence other people's memory. Drawing on the latest research in neuroscience and cognitive psychology, *Impossible to Ignore* is a practical step-by-step guide that will show you how to control the 10 percent that your audiences do remember by creating content that attracts attention, sharpens recall, and guides decision-making toward a desired action.

## Book Information

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## Customer Reviews

It took me awhile to finish this review because I couldn't easily assess its value. The Advance Reading Copy lacks the color illustrations of the final product, so reviewers won't get the book's full flavor. The intriguing premise of the book is that marketers need to create "prospective memories,"

i.e., memories that will be recalled when buyers are ready to take action. As I understand the concept: The customer obtains information at time  $t$ . She needs to recall this information at time  $t+1$ ,  $t+2$  or even  $t+365$  or more, where numbers represent days. So as a marketer, you're creating events that will be retrieved as memories at the future time when the buyer is faced with a decision. "Prospective memory" sounds a lot more solid, intellectual and worthy of a consulting gig, compared to "getting customers to recall your message in time." But that's what it amounts to. Most business books tend to be heavy on examples and anecdotes but light on theory and principle. This book was just the opposite. The author's PhD background was obvious. She cites a lot of studies (which I really appreciated). She shows an academic bent, distinguishing similar concepts, such as novelty and surprise, expectation and anticipation. And she didn't repeat the same-old, same-old studies. Much of the information was new. My biggest quibble is that I'd have liked to see more practical examples of how an ordinary business could apply these principles. I was really struck by the discussion of making a PowerPoint slide stand out. That's an idea I can use immediately: I do tons of PowerPoint videos and webinars. I liked the discussion of context and cues. The section on gist vs verbatim was enlightening.

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