



## **Summary : Small Message Big Impact - Terri Sjodin: How to Put the Power of the Elevator Speech Effect To Work For You**

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**Complete summary of Terri Sjodin's book: "Small Message Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You".**

This summary of the ideas from Terri Sjodin's book "Small Message Big Impact" explains that an elevator speech is a brief speech that introduces your product in less than three minutes. This summary explains how to maximize the impact of that small message and benefit from the “elevator effect”.

## **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "Small Message Big Impact" and discover how the key to selling more is by saying less.**

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