



The Jelly Effect: How to Make Your Communication Stick

Andy Bounds



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How effective is the communication you experience every day? How often have you been bored during a presentation? Failed to win a piece of business that, deep down, you know you should have won? Had a tedious, pointless networking conversation?

Countless times, no doubt. Too much information and not enough relevance is a problem that pervades almost all business communication. You see, the way many people communicate is like filling a bucket with jelly, flinging it at their audience, and hoping some of it sticks. It's ineffective, it's irritating and, above all, it's very messy.

So what's the answer? More relevance and a lot less jelly. The Jelly Effect teaches you simple, memorable and costless ways to win more attention and more business. Imagine how effective you'd be if you communicated only what was relevant 100 percent of the time. You would be better at talking to others, presenting, networking and selling. You would excel in interviews, meetings and pay-rise discussions. The benefits would be endless.

The Jelly Effect shows you how to raise your game to a different level. You'll never fling another bucket of jelly again...

PRAISE FOR THE JELLY EFFECT

'The most effective, original and insightful book on business communication that I have ever read.' --Dr. Ivan R. Misner, NY Times bestselling author of *Truth or Delusion?* and founder of Business Network International

'Andy Bounds has a totally unique and inspiring way of communicating. He also has this tremendous ability to help others achieve more when they communicate. Every single person he's worked with at npower has found his guidance to be immensely valuable, and to have made a real difference. My advice: read this book – it will help you communicate with, and relate to, people better than ever before.' --Heidi Walton, npower, People Development Manager

'They say the definition of genius is the ability to make the complex simple. If that's the case then Andy Bounds is a genius. This book is packed with insight and ideas that make the whole art of communication and connecting with people both easy to understand and apply. Yes, you'll have the occasional B.F.O.(Blinding Flash of the Obvious) moment and wonder why on earth you've never thought of some of the ideas before...truth is we need some one like Andy with his incredibly easy style of writing to wake us up to the obvious. I defy anyone who reads this book and applies the insights to their own business not to see a increase in both their profit and their profile.' --Paul McGee, International speaker and best selling author of *S.U.M.O. (Shut Up, Move On)*



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