



Lead the Way by Persuasion

Laura Ion

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Lead the Way by Persuasion Laura Ion

Leading by influencing is the main subject of this book, influencing genuinely being the key to a prosperous life, to a successful career. The pyramid of persuasion is the simplest tool you can use to gain the best outcome ever, both life and business, to practice the most authentic persuasion process. Having as role models for influencing, amazing people such as Cleopatra the Ptolemaic Queen of Egypt, Martin Luther King or Nelson Mandela, this book shows you the way to native passion and charisma, inner power and success. "Lead the Way by Persuasion" teaches you how to become a genuine skilled persuader, a powerful leader, to embrace change as an opportunity for growing and development. Perfect for people looking for success for peace and happiness, this book will move you toward yourself to find the immense driving force that lives inside you, the force that makes the most of your life. Most importantly, this book brings you the opportunity of exploring your brain by questioning and paying attention to the words and feelings.



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