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## We Are What We Buy

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December 12th 2019: Influence is Not a Four-Letter Word

Marketing is all about an exchange of value. But how can you create and share value if your customers don't know or believe you have it? That's why influence is so vital to successful marketing. Just as there are many ways to skin a cat, there are many ways to say the same thing. Some make an impact, and others don't. My guests will share their approaches to the art and science of influence to show you how to let your customers sit up and take notice of the value you have to offer.



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## Featured Guests



### Tim David

Tim David used to earn his full-time living as a magician. Now he teaches busy professionals the advanced influence practices that he's learned from the world's top persuaders. He's the author of Magic Words – The Science and Secrets Behind Seven Words that Motivate, Engage, and Influence and The Four Levels of Influencing People and his work has appeared in hundreds of major media outlets including Forbes, Harvard Business Review, Inc Magazine, The New York Times, Huff Post, Investor's Business Daily, Psychology Today, and many others.

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### Jamie Turner

Jamie Turner is an internationally recognized speaker, author, and CEO who is a recipient of the Socialnomics "Top Keynote Speaker" award (along with Tony Robbins, Ariana Huffington, and Richard Branson). His client list includes The Coca-Cola Company, AT&T, Microsoft, Verizon, SAP, T-Mobile, and Holiday Inn. You may have seen Jamie in Forbes, Inc., Entrepreneur, Business Insider or the Wall Street Journal. He's also a regular guest on CNN and HLN where he contributes segments on marketing, persuasion, and leadership. He is an adjunct professor at both Emory University and the University of Texas and has been profiled in the world's best-selling advertising textbook. Jamie is the co-author o

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### Brian Kurtz

Brian Kurtz has had two careers. The first spanned 34 years as a force behind Boardroom Inc., an iconic publisher and direct marketer. His second career, which he is five years into as the Founder of Titans Marketing, is a direct marketing educational and coaching company where he has also continued working with the best-of-the-best. His most recent book is Overdeliver: Build a Business for a Lifetime Playing the Long Game in Direct Response Marketing. It is his opus (but not a memoir). His first book, The Advertising Solution, profiles six legends of advertising and copywriting including Gene Schwartz and Gary Halbert. As a business-to-consumer marketer at Boardroom, Brian was respon

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