



# Just Because You're an Expert ... Doesn't Make You Interesting

*CSP Dr. Paul Homoly*

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
# Just Because You're an Expert ... Doesn't Make You Interesting

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## **Just Because You're an Expert ... Doesn't Make You Interesting** CSP Dr. Paul Homoly

If you're a professional service provider-financial services, law, healthcare, business, entrepreneur-you're aware of a bitter irony: the most highly skilled professionals are often not the most rewarded. Why? While you were deliberately learning your profession in school, you also accidentally learned from your teachers a "professorial" style of communication that can disconnect you from those you are trying to influence and limit your career. In *Just Because You're an Expert . . . Doesn't Make You Interesting*, Dr. Paul Homoly demonstrates how you can reverse this accidental education so that you can better relate with those you serve. You'll learn: - The Focus/Fear Cycle™-avoid what keeps you from being your best when it counts the most. - The Leader's Pyramid™-the three-step process for being an interesting and influential professional. - StorySelling®-why and how to bring great stories into your business conversations and presentations. - The Spectrum of Appeal™-the four steps of preparing yourself in half the time to have twice the impact. Follow Dr. Paul Homoly's unique approach and you'll earn your listeners' trust, make it easy for them to follow your advice, and compel them to refer their friends, family, and colleagues. The result? A proven way to prosper in your business while better helping those you serve.

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