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March 26, 2009

Total Career Success With Ken & Sheryl Dawson —
VOICEAMERICA INTERNET RADIO SHOW

March 30, 2009 Show Features
Kevin Hogan, Persuasion Consultant & Author
How to Get Anyone to Say YES in 8 Minutes or Less!

Houston, TX – Kevin Hogan, body language and unconscious influence expert and best-selling author of *The Science of Influence*, will be featured on Total Career Success, an Internet show on VoiceAmerica Talk Radio Network, at 11 a.m. Central on Monday, March 30. The show is designed to inform and encourage listeners to achieve their career goals by featuring experts and business leaders to provide advice on job search and career advancement. Kevin Hogan will share the secrets of persuasion including how to:

- Present a convincing appearance
- Make your target feel comfortable talking with you
- Ask questions to learn about your target's values and needs
- Use secret tools to build credibility fast
- Convince your target to the negative consequences of a "no"
- Be persistent – but not annoying

Sheryl Dawson, co-host shared, "What is so fascinating about Kevin's book on influence is that it reveals the hard science behind the most effective techniques for influencing others. For instance, he shares how surroundings affect your listener, how we form habits and routines, and how the conscious and unconscious minds work."

Ken Dawson, a show host added, "Kevin combines tested techniques into a revolutionary system that will enable you to communicate more effectively with family, friends, co-workers, clients, and potential employers. It is the Holy Grail of persuasion – a proven system for turning a "no" into a "yes". Join us for a dynamic and fast-paced interview that will enable you to get what you want through effective influencing."

To listen to the broadcast, please visit www.voiceamerica.com and click on the Total Career Success icon. The show will air live at 11 – 12 noon Central on March 23 and will then be available as an archive on the web site or to be downloaded to MP3 players and cell phones.

Kevin Hogan, Psy.D. – Influence and Body Language Expert

Kevin Hogan is the author of nineteen books including his bestselling book, *The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking* now updated with the latest research in *The Science of Influence: How to Get Anyone to Say YES in 8 Minutes or Less!* In the past decade he has become the Body Language and Unconscious Influence Expert to ABC, Fox, The BBC, *The New York Times*, and dozens of popular magazines like *Forbes*, and *Cosmopolitan*. He is the go-to resource for analyzing key White House figures. Kevin has taught Persuasion and Influence at the University of St. Thomas Management Center and is a dynamic, well-known international public speaker, consultant and corporate trainer for governments and Fortune 500 companies. His keynotes, seminars and workshops to help companies sell, market and communicate more effectively. His cutting edge research into the mind and keen understanding of consumer behavior presents a unique distillation of information never before released to the public. His book offers a concise compendium of what works and doesn't work in communicating and influencing others.

For more information, visit <http://www.kevinhogan.com>

About Total Career Success

Total Career Success is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, and syndicated on World Net Radio; the show aims to engage listeners in new ways of thinking about their potential, their goals, and their future. The show hosts are Ken and Sheryl Dawson, principals of Total Career Success, Inc. and authors of *Job Search: The Total System*, 3rd edition. They have served corporations in outplacement and career development as well as talent management for 30 years in their consulting firm Dawson Consulting Group. The show presents guests who are experts in their fields to share the lessons they have learned in succeeding in their various areas of excellence and to discuss tips about a broad range of career issues, from specific career opportunities, to industries and workplace changes, to financial and advancement considerations.

For more information, visit <http://www.betterjobbetterlife.com/mediahome.shtml> and <http://www.dawsonconsultinggroup.com>

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