

BOOK Review

The Encore Effect

> by Mark Sanborn



As William Shakespeare wrote, “All the world’s a stage.” Mark Sanborn opens *The Encore Effect* with this excerpt from *As You Like It*, and while Sanborn agrees that we are all constantly performing the various roles we have to play, he distinguishes between “mere players” and “serious players.”

Are You a Serious Player?

The Encore Effect will guide you through what it means to be a serious player. Are your performances uninspired and forgettable, or do you deliver remarkable, encore-worthy performances?

Use this book to help you evaluate your approach to each day, and recognize that the performances you give at work, at home, at play, and even at the café are all reflections of who you are. Consider how those around you appreciate and remember encore-worthy performances, and think about what you could be doing to make all of your performances remarkable.

Strive for Distinction

Every interaction you have says something about you, so every moment deserves to be thought of as a performance. Do you commit to the details that make remarkable performances stand out?

As Sanborn points out, average performances do not get you noticed—remarkable performances do. However, remarkable performances take hard work. The willingness to devote time and effort toward making every performance count says a lot about the performer.

To invest in your performance is to invest in your audience, and your audience will thank you for it. Whether it’s with a sale, a raise, or a positive review, remarkable performers are rewarded. But, for the performer, what better reward is there than being indispensable? Are you ready to become indispensable? *The Encore Effect* will get you there!



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