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She is the author of Digital Persuasion: Sell Smarter in the Modern Marketplace. Erin helps sales, marketing, and event professionals attract attention and increase influence by becoming more effective digital communicators.

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Erin Gargan King is a best-selling author, former World Champion Irish Step Dance competitor, and digital persuasion expert. She has helped clients ranging from The Academy Awards to the United States Navy develop more effective social media strategies. She sold her first two companies, Jump Digital Media and PMS.com before the age of 30.

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how do we attract attention and sell smarter through email and social media? That's where Erin Gargan, author of Digital Persuasion comes in. She's developed a sales messaging formula that will teach you to persuade prospects to engage with you in less than three seconds.

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In this episode, Erin breaks down her sales messaging formula that has been leveraged by some of the world's biggest brands and shares advice from her new book, Digital Persuasion: Sell Smarter in the Modern Marketplace. Listen in to learn how to avoid the common mistakes most email marketers make and what you can do to stand out online.

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She is the author of "Digital Persuasion: Sell Smarter in the Modern Marketplace." Erin is also an advisor for Camp One Ventures, a Palo Alto-based venture capital firm. She has been featured in

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Using Erin’s dynamic, first-hand case studies and her simple digital persuasion equation, you’ll leave empowered and equipped to attract attention, increase influence and sell smarter in today’s modern social media marketplace.

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Erin Gargan King, the founder of Socialite Agency, and best-selling author of Digital Persuasion: Sell Smarter in the Modern Marketplace shares how to get noticed online, build real relationships, and positively influence the people on the other side of your screen.

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