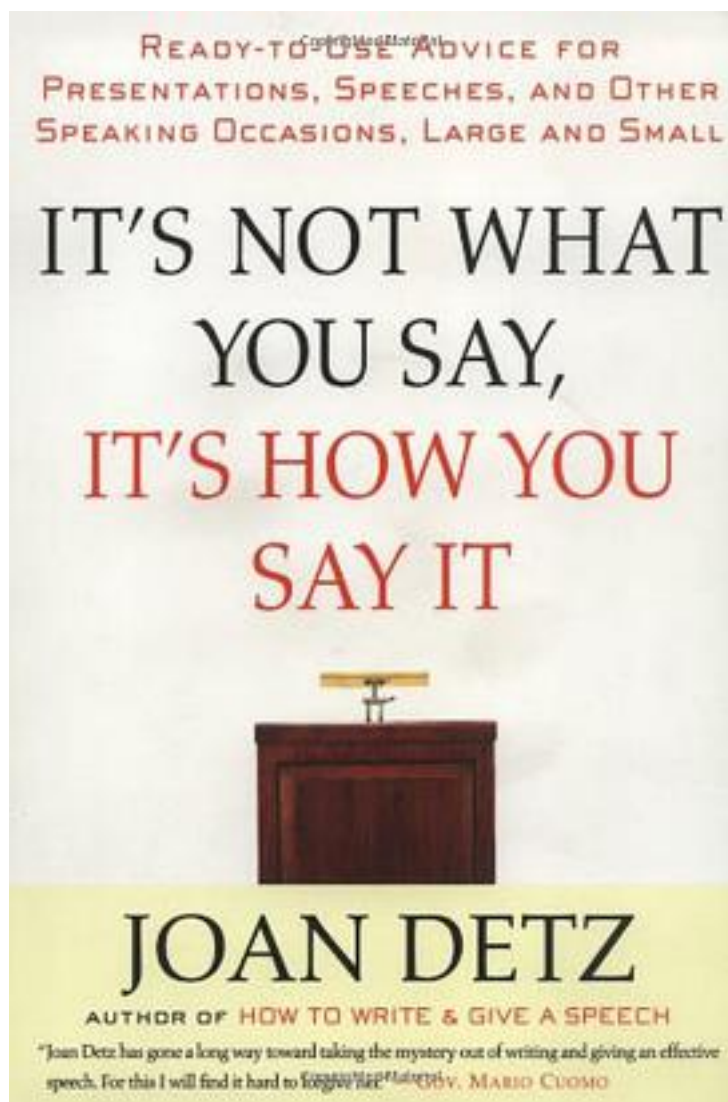


It's Not What You Say, It's How You Say It



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Why do some speakers succeed while many bore their audiences and lose their listeners? Speaking coach Joan Detz has worked with top clients for more than 15 years and has the answers. In this useful and lively book she presents strategies and tips for speeches, sales presentations, brief remarks, job interviews, QandA sessions, panels, and more -- every situation that requires something to say. Topics include: organizing your message * finding terrific research * using storytelling techniques * preparing the room * handling technical glitches * working with other speakers * measuring your effectiveness * making the most of your voice * mastering humor * using body language * conquering nervousness * building audience rapport * tapping the power of persuasion. Filled with checklists, tip sheets, self-evaluations, and practical advice on every page, this thorough and invaluable guide takes the mystery out of our most dreaded experience. This book will help you say it better-whether you're talking to one or one thousand.

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