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Secrets Successful Speakers: How You Can Motivate, Captivate, and Persuade

By Lilly Walters, Norman Vincent Peale

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Secrets Successful Speakers: How You Can Motivate, Captivate, and Persuade, Lilly Walters, Norman Vincent Peale, How do highly paid professional speakers put magic and motivation into every talk? Lilly Walters, Executive Director of Walters International Speakers Bureau, reveals their secrets and strategies in this practical, conversational guide. Mark Twain reputedly said it took him three weeks to prepare an impromptu speech, but readers of "Secrets of Successful Speakers" should be able to do it in days - or minutes. This book spells out the rules in 11 easy-to-follow steps, each accompanied by interactive exercises. Readers will learn to: set objectives before writing; customize the talk for each audience; conquer stage fright; cultivate a reputation as an expert; develop themes for each presentation; organize material in a memorable manner; edit for best effect; project a professional "platform image" through personality, voice and clothes; motivate audiences to change their actions and attitudes; involve listeners by using humour, heart and audience participation exercises and deal with problems and pitfalls ranging from poor staging and faulty audiovisual equipment to hecklers and questions of ethics. This authoritative and accessible guide also contains anecdotes of well-known...



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