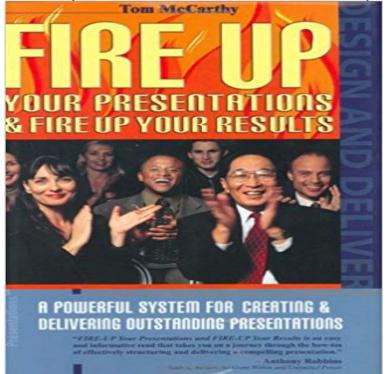
Fire Up Your Presentations & Fire Up Your Results



This book will show you how to master the two most important elements of a persuasive presentation. First, youll learn to structure your message effectively to take your audience from where they are to where you want them to end up. Remember, a presentation is only effective if it produces a pre-determined result that you intended it to achieve. Second, youll discover how to deliver your message in such a way that your audience is moved emotionally so they will want to go with you to your ultimate goal. A presentation is the transfer of emotion. You must get your audience to feel empowering feelings about the information and ideas that you are delivering. This system for persuasive presentations can be applied in every area of your life where you want to persuade individuals or groups. Whether youre talking to your spouse about a ski trip, your kids about staying away from drugs, the parents of your Little League Team or the P.T.A. about a new ballfield, your city council about improvements to your community, your boss about a raise, your latest prospect about a million-dollar co-workers about contract, your important project, your management team about a company reorganization, or an audience of thousands about revolutionary idea or project, you must be able to communicate your ideas clearly in a way that will engage the emotions as well as logic. You will learn how to enjoy the process of communicating and how to develop a relaxed approach. These skills will aid you in persuading others of your message, and will make presentations something you look forward to with excitement and anticipation instead of dread. No matter whether you consider yourself a great presenter or the worst speaker on Gods earth, the ideas in this book will help you get better. You already have what it takes to be an outstanding presenter inside of you now. This book will

help you tap into the power to communicate persuasively that is already within you.

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