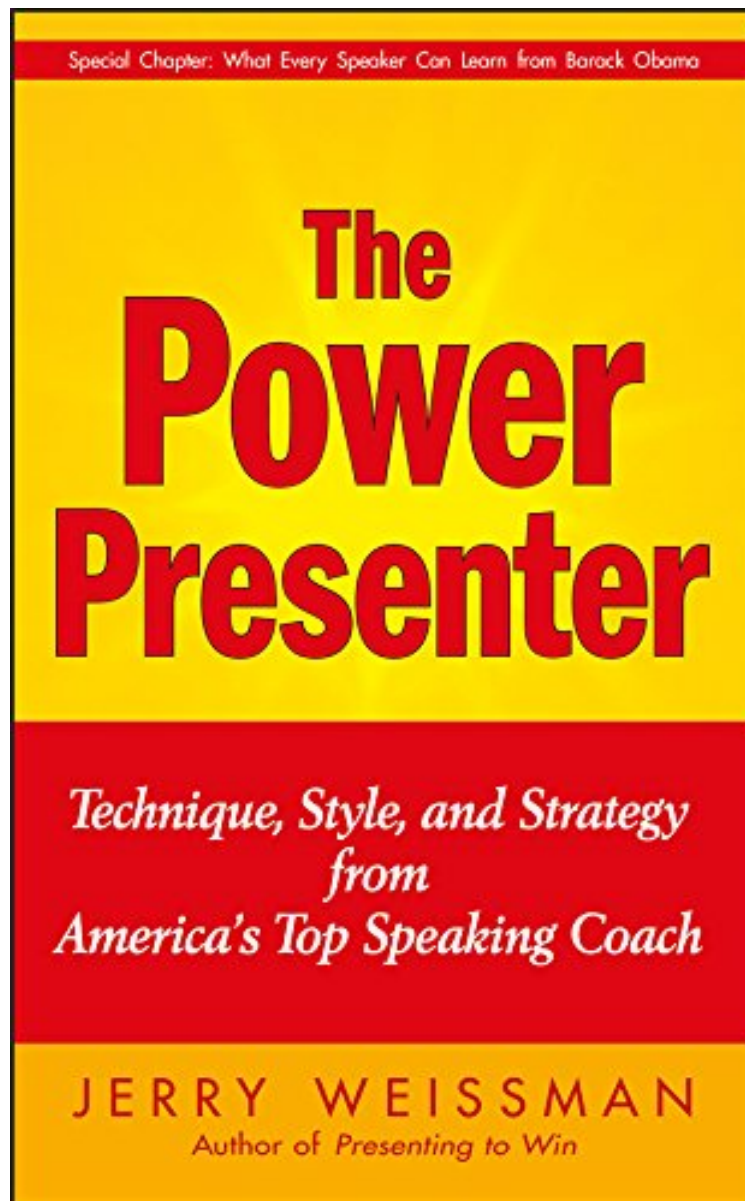


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# The Power Presenter: Technique, Style, and Strategy from America's Top Speaking Coach

*Jerry Weissman*

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**Jerry Weissman : The Power Presenter: Technique, Style, and Strategy from America's Top Speaking Coach** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Power Presenter: Technique, Style, and Strategy from America's Top Speaking Coach:

1 of 1 people found the following review helpful. Identifies and addresses root-cause issues. By Small business owner  
The deep value of *The Power Presenter* is that it shows you why presenters run into trouble. Because Jerry Weissman makes such a clear case for the cause, it becomes easy to follow his practical guidance on how to overcome the issues. Because many of us have seen the high profile speeches and interviews that he references, the examples are highly illustrative. This is THE reference for anyone who wants to improve their presentation skills. 13 of 14 people found the following review helpful. *Winning Technique, Style and Strategy in an Outstanding New Book* By Larry Mullins  
Like most professional presenters I have a couple of shelves of books on public speaking and presenting. We always look for a new wrinkle. Jerry Weissman's book seemed especially promising. He had trained some heavy hitters, including the CEO's of Yahoo, Intuit, and Netflix. I was not disappointed. One moment we all fear is when we stand up to speak ... what Jerry calls the "Moment of Truth," the critical first few seconds when you begin to speak, when appearance, body language and the way you sound account for 93% of the impression you make. (WHAT you say accounts for only 7%!) Jerry's techniques for handling the adrenaline rush and moving with confidence and grace are excellent. His most important quality is writing with clarity and precision and walking you through each step in the preparation process. In my judgment, every battle is won or lost before it is set into motion, and Jerry handles this concept as the "Mental Method of Presenting." Assuming you have a precious payload, preparation and multiple rehearsals will launch it into orbit successfully. There is a great deal more, including learning to tell the right story in a compelling way, using graphics to wow and not confuse, using body language to deliver with poise and power, and orchestrating proper cadence. The book abounds with great examples, and Weissman provides web access to view the video clips of many of the examples he refers to. These clips are worth the price of the book and include outstanding presentations of Ronald Reagan, contrasting examples of passionless a Bob Dole and fiery Barack Obama, Generals Neal and Schwarzkopf, Kennedy/Nixon in debate; George Bush's dramatic improvements before and after being coached, Libby Dole's dramatic invasion of the audience, the monumental errors by a cranky and negative Ross Perot and much more. If you give talks or presentations you will not regret this investment. 0 of 0 people found the following review helpful. *The Power Presenter* By Helena M. M. Morgan  
The author covers all the topics pertinent on the development of preparing and giving presentations. The language used is clear and examples were relevant. I would recommend the book to friends and coachees. Helena M Morgan

Learn the successful presentation techniques used in over 500 IPO road shows and featured in *The Wall Street Journal* and *Fast Company*. Jerry Weissman is the presentations coach to Microsoft, Cisco Systems, and many of America's top executives, including founding Yahoo CEO Tim Koogle, Intuit founder Scott Cook, Netflix founder and CEO Reed Hastings, and many others. The *San Jose Mercury News* says that Weissman's IPO presentation coaching "is worth 10% on a company stock." Learn why your body language and voice are more important than your words, how to present with poise and confidence naturally, and how to connect with any audience emotionally. Filled with illustrative case studies of Barack Obama, Ronald Reagan, George W. Bush, John F. Kennedy, and many others, *The Power Presenter* will bring out the best in anyone who has to stand and deliver. Readers of *The Power Presenter* will have access to video clips referenced in the book.

From the Inside Flap  
Capture your audiences with a powerful delivery style  
Presentation coach Jerry Weissman has spent twenty years teaching CEOs and other executives how to deliver successful, profitable IPO road shows. His clients credit Jerry's presentation coaching with helping their companies earn higher stock prices and higher IPO valuations. Weissman's strategies have worked for dozens of big-name business leaders, including founding Yahoo! CEO Tim Koogle, Intuit founder Scott Cook, and Netflix founder and CEO Reed Hastings. Now, *The Power Presenter* gives you the same effective technique, style, and strategy that executive teams from more than 1,000 companies have used to raise financing, sell products, propose partnerships, or seek approval for projects. Packed with case studies of famous power presenters--from Martin Luther King, Jr. to John F. Kennedy, from Ronald Reagan to Barack Obama--this book shows you how to deliver a winning speech or presentation that will engage your audience from beginning to end. You'll follow a seven-step plan for crafting your content into a compelling story. You'll learn how to conquer your fear of public speaking and present with force and conviction, naturally. You'll also learn how to speak with your body language, create empathy with your audience, and integrate your graphics design and animation with your delivery. For anyone who has to stand up and deliver, *The Power Presenter* is a master resource filled with proven techniques, practical tools, insightful wisdom, and illustrative, inspiring examples.  
From the Back Cover  
Capture Your Audiences with a Powerful Delivery Style  
Presentation coach Jerry Weissman has spent twenty years teaching CEOs and other executives how to deliver successful, profitable IPO road shows. His clients credit Jerry's presentation coaching with helping their companies earn higher stock prices and higher IPO valuations. Weissman's strategies have worked for dozens of big-name business leaders, including founding Yahoo! CEO Tim Koogle, Intuit founder Scott Cook, and Netflix founder and CEO Reed Hastings. Now, *The Power Presenter* gives you the same effective technique, style, and strategy that executive teams from more than 1,000 companies have used to raise financing, sell products, propose partnerships, or seek approval for projects. Packed with case studies of famous power

presentersmdash;from Martin Luther King, Jr. to John F. Kennedy, from Ronald Reagan to Barack Obamamdash;this book shows you how to deliver a winning speech or presentation that will engage your audience from beginning to end. You'll follow a seven-step plan for crafting your content into a compelling story. You'll learn how to conquer your fear of public speaking and present with force and conviction, naturally. You'll also learn how to speak with your body language, create empathy with your audience, and integrate your graphics design and animation with your delivery. For anyone who has to stand up and deliver, The Power Presenter is a master resource filled with proven techniques, practical tools, insightful wisdom, and illustrative, inspiring examples. **SPECIAL FREE OFFER** Participate in a weekly drawing for a free evaluation of your presentation style via video upload. Winner posted weekly. [www.powerltd.com/tpp](http://www.powerltd.com/tpp) **READ THE BOOK, EXPERIENCE THE WORKSHOP** You can take the techniques you learn in this book to the next level. Sign up for a live workshop at: [www.powerltd.com/workshop](http://www.powerltd.com/workshop) About the Author **JERRY WEISSMAN** is America's leading corporate presentations coach with a client list that includes top executives at Yahoo!, Cisco Systems, Microsoft, Intel, Netflix, and many others. He has coached more than 500 IPO road show presentations that have raised hundreds of billions of dollars in the stock market. He is the founder of Power Presentations, Ltd., and has helped another 500 firms develop and deliver their mission-critical business presentations. His previous books include *In the Line of Fire* and *Presenting to Win*, named as one of eight "must-read" books by Fortune magazine. For more information, please visit [www.powerltd.com](http://www.powerltd.com).