

**SPEAKER RESOURCES**

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**IASB OFFICIAL SPEAKER  
DIRECTORY**

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**CODE OF ETHICS**

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**EVENTS**

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**BOARD OF GOVERNORS**

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# IASB Bookstore

**A Simple Guide to Self-Publishing: A Time and Money-Saving Handbook to Printing, Distributing, and Promoting Your Own Book**, By Mark Ortman

**Become a Top Consultant : How the Experts Do It**, By Ron Tepper

**Business Guide to Copyright Law : What You Don't Know Can Co\$t You!**,  
By Woody Young

**The Complete Guide to Public Speaking**, (John Wiley & Sons, 316 pages, trade paper) includes many topics, covered masterfully in the book, that rarely if ever appear in books about making presentations:

- How to avoid excessive perspiration while speaking
- What to do if you "blank out" in mid-presentation.
- How to manage and use "kudo" letters.
- Ensuring that your topic will be in demand
- The use of humor in the high content presentation\*
- How to continually keep your content fresh
- An insider look at the traits of professional speakers
- Developing a dynamite speaker "one-sheet"
- Establishing a code of ethics for speaking engagements
- Supporting your Meeting Planner in wondrous ways
- Mailing packages to yourself for high efficiency
- Two dozen ways to make your presentation fail
- How to prepare your introducer (introductions are so often botched)
- How to induce listeners to fall in to a "story trance"
- Which speakers get invited back and why!

