



The Complete Guide to Public Speaking

By Jeff Davidson, Lillian Wilder

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Editorial Reviews

From the Back Cover

Comprehensive, practical, and accessible, *The Complete Guide to Public Speaking* serves all the needs of public speakers, from the seasoned pro to the greenest rookie. Whether you're trying to start a career as a professional speaker or improve your speaking skills to further your career or influence those around you, this straightforward guide will help you deliver dynamic, compelling, and convincing presentations.

Author Jeff Davidson distills his eighteen years of experience as a public speaker, covering every aspect of public speaking, from the practical details of presentations to the psychological issues of inspiring an audience. Insightful and compelling, this is both a handy resource for information on the public speaker's most pressing questions, as well as a primer for those who are new to the field. Every chapter is full of expert advice and practical information. Inside you'll find thorough guidance on topics such as:

- Identifying and developing dynamic speaking topics
- Adding spice to your presentation with humor, gestures, and stories
- Marketing your speech and speaking capabilities
- Negotiating speaking contracts
- Preparing for the big moment—from room check to show time
- Inspiring your audience

About the Author

JEFF DAVIDSON is a noted public speaker who has given presentations and speeches on a variety of topics. Some of his clients have included AOL, American Express, Nortel Networks, Wells Fargo, the IRS, and the National Association of Realtors. He is the coauthor of many successful books including *Marketing Your Consulting and Professional Services*, Third Edition and *Getting New Clients*, Second Edition, both from Wiley.