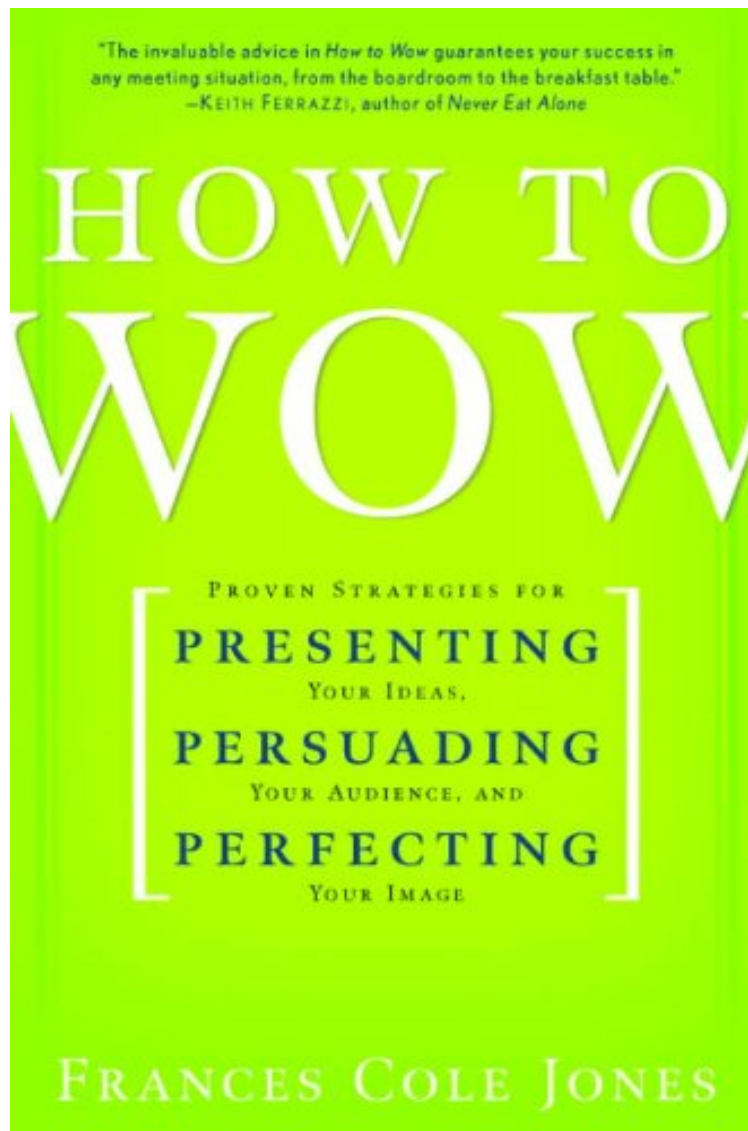


[E-BOOK] How to Wow: Proven Strategies for Presenting Your Ideas, Persuading Your Audience, and Perfecting Your Image

How to Wow: Proven Strategies for Presenting Your Ideas, Persuading Your Audience, and Perfecting Your Image

Frances Cole Jones

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Frances Cole Jones : How to Wow: Proven Strategies for Presenting Your Ideas, Persuading Your Audience, and Perfecting Your Image before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Wow: Proven Strategies for Presenting Your Ideas, Persuading Your Audience, and Perfecting Your Image:

0 of 0 people found the following review helpful. A must read ... For any human, any ageBy Seriously YoursAs a

former business executive, these are the solutions I prized from my direct reports. How efficient to have the arsenal of action words superlatively dumbed down to me. Excellent insight. Rather, simply excellent. 2 of 3 people found the following review helpful. Informative and useful tips By P. Y. Although the book has a few typos, it does provide some interesting and useful tips for doing presentations and meetings. Most of the book, however, I thought was just repeating common sense and for anyone who's had experience in presenting in meetings, there's not a whole lot of new information. For anyone new to presenting or feel the need to improve on their first impressions, then it's a good book to read. 8 of 8 people found the following review helpful. A concise, practical yet diverse manual best for sales and marketing professionals By ServantofGod My review title says it all. Well written, knowledgeable and insightful! Will satisfy even the most experienced and demanding sales and marketing professionals. In short, recommended! p.s. Below please find some favorite passages of mine for your reference.

7%-38%-55% Rule: 7% of our influence comes from the words we say. 38% from our tonal quality while saying it. 55% by what our body is doing while we're saying it.

Pg4 Breathing through our nose calms our central nervous system. A way to help deepen your breathing is to lengthen your exhalation, not try to increase your inhalation. Why? Because your lungs will naturally rebound to replace the air you've exhaled. Simply trying to inhale more deeply is stressful for the body.

Pg16 If you are listening to find out, then your mind is free, not committed to anything; it is very acute, sharp, alive, inquiring, curious, and therefore capable of discovery.

Pg17 A study done at the University of Chicago. There a group of people were taken to a gym and ask to throw free throw... The group that hadn't practiced hadn't improved. The group that had physically done the practice had improved by 24 percent, the group that had visualized practicing had improved by 23 percent.

Pg19 More isn't better. Better is better.

Pg19 In the Marine Corps, 6P stands for Prior Planning Prevents Piss Poor Performance.

Pg24 Breathe. Smile. Slow down. Take the extra second or two to say good morning to your colleagues, end a phone call gracefully... All of these things truly take only seconds away from the work you are doing but they pay back big. The people around you are left with the impression of someone calm and in command.

Pg25 Relaxing the back of your neck will help to calm the nerves controlling your digestion and respiration.

Pg27 Writing a "Diary entry for tomorrow" can help you stay focused today.

Pg28 When you give your listeners the "because" behind your decision, you increase buy in from 60 to 94 percent.

Pg28 Looking into your listeners' left eyes while speaking to them increases their reception to, and acceptance of, your message.

Pg57 "Agree and Add" is a game that comes out of improve. It also goes by the name of "Yes, and..." I want to clarify one point Mike made. I want to add something to what Mike said.

Pg68 One of the biggest factors in our success is our policy of hiring based on attitude, that competence can be taught. - Isadore Sharp, CEO, Four Seasons

Pg74 If you want others' trust, keep your hands where they can see them.

Pg79 Tie constructive criticism to process, not personality. Rather than, "You can't procrastinate. Do X immediately," "X needs to happen now."

Pg80 Make sure all team members are clear on the S.M.E.A.C. Situation, Mission, Execution strategy, Administration needs and Logistics. Communication pipeline for every project.

Pg80 What three words would you like your interviewers to use to describe you when you are finished meeting?

Pg82 Interviewer: Looking down at your cv, "Tell me why you left your last job?" You: Wait for your interviewer to look up at you. Inhale. Lean in. Open mouth. Begin well-crafted response... Why wait for him or her to look up? Because when the question's tough, you want them to know you didn't blink.

Pg92 There's a reason all the fairy tales begin, "Once upon a time..." Very few children enjoy getting a lecture. (Let's face it: "The Three Little Pigs" wouldn't have gotten off the ground if it began, "Today I'm going to tell you why you should build your house out of bricks instead of straw." The thing is, though, very few adults do either.)

Pg108 Standing in neutral is a position of strength. Practice it... Warming up your face before speaking is as important as warming up your body before you begin playing a sport.

Pg130 Consider writing your last sentence first, so you can be certain where you are headed. Make sure you leave enough energy to get there.

Pg131 The secret of success is to be ready when your opportunity comes. - Benjamin Disraeli

Pg134 Make sure each word in a list is given a distinct personality by varying your tonal quality.

Pg144 Do you want to be right, or do you want to be friends? Pg176 The fool man wonders. The wise man asks. - Benjamin Disraeli pg200

In today's fast-paced world, where an elevator ride with your CEO can turn into an impromptu meeting, your lunch date can become a job interview, and your conversation at a cocktail party may be a preamble to a potential business merger, knowing how to market yourself in any situation is vital. Corporate coach Frances Cole Jones has helped numerous CEOs, celebrities, and public personalities present their best selves on camera and onstage, in boardrooms and in person; now in her new book, *How to Wow*, she shares her strategies for making your mark in business and in life. Every encounter, Jones believes, provides you with an opportunity to positively influence colleagues, employers, neighbors—even competitors. Not only your words, but your tone of voice and your body language speak volumes. The question, however, is: Are they working together to say what you want them to, as effectively as possible? Inside, you'll learn how to... leave a lasting impression with a simple introduction... effectively employ the twelve most persuasive words in the English language and command the stage, boardroom, or

lunch table; read nonverbal responses accurately; and shift negative ones immediately; motivate your team under deadline; interview fearlessly and flawlessly; write the perfect pitch, resume, cover letter, or e-mail; deliver speeches that bring people to their feet; transform a PowerPoint presentation into a powerful success. With easy-to-follow advice, amusing anecdotes, and immediately employable hints, Jones's guidelines can keep you cool (even in hot water). From asking the right questions to giving the right answers, *How to Wow* will provide you with the confidence to be calm and commanding in all you do and to wow anyone anywhere anytime. From the Hardcover edition.