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It's Not What You Say it's the Way You Say it: How to Sell Yourself When it Really Matters

By Michael Parker

Ebury Publishing. Paperback. Book Condition: new. BRAND NEW, It's Not What You Say it's the Way You Say it: How to Sell Yourself When it Really Matters, Michael Parker, No matter what your speaking challenge is, this inspirational, cleverly illustrated book will ensure you perform with passion, power and persuasion; at your very best. Whether you are chasing a job, planning a pitch, giving a speech at a wedding, presenting to one or one thousand people, you'll discover how to: use the rule of three to win any audience over; prepare so you can be yourself - but better; and embrace the unknown and conquer any fear. Capturing a life time's work in the art of persuasive communication, this powerful book reveals the principles, tools and tricks to help you become a courageous, memorable, stand-out speaker.



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