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Presenting Magically: Transforming Your Stage Presence with NLP

Tad James, David Shephard, David Shephard

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Have you ever been enthralled by a masterful presenter or trainer? Have you longed to effortlessly entertain and motivate your audience just as they seemed to do? At one time it was considered that such captivating performances were possible only if you were one of the fortunate, "natural-born" presenters. Now, with the application of advanced human communication technologies such as NLP (Neuro-Linguistic Programming) and Accelerated Learning, everyone can learn to present magically. Whether you are a newcomer or a seasoned professional, this book sets out to provide you with masterful tips and techniques that could transform your presenting skills. Introducing you to the secrets of many of the world's top presenters, this book explores: how to adopt the beliefs and attitudes of master presenters; how to become calm, balanced and centred; how to connect with your audience; how to structure your language for optimum effect; how to handle hecklers; how to use metaphor; how to use gesture to access the unconscious mind of the viewer; how to use and own the stage; how to elicit stares from your audience and anchor them; how to structure presentations to fit everyone's learning style; and how to grab the audience's attention - and keep it.

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