

## Press Release

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### **New Book Helps Open The Door To Public Speaking**

CLEARWATER, FL, AUGUST 1, 2011: Do you want to know how to give a presentation that will sell your products/services all while helping you brand your business?

"Presentational Skills for the Next Generation covers a wide range of topics that presenters need to know. Some of the topics, such as organizing the content and working with audio-visual technology are rarely covered. The author's emphasis on rehearsing and considering the audience first are very valuable. You'll also find excellent coverage on the delivery aspect of presenting, including how to dress, what equipment to pack, dealing with fear, and more. The Resources section at the end is very useful, too." says Ellen Finkelstein, Presentation skills trainer and PowerPoint MVP.

This book is especially geared to small business operators that need to quickly absorb how to prepare, present, and close to sell their wares. A presentation is a fantastic marketing tool, if you

know how to use it. Presentational Skills for the next generation will do just that. In this easy to read, easy to understand book you will finally grasp the concepts that professional speakers worldwide have known, and used, for years. Concepts that include not only how to pull your presentation together masterfully, but how to close effectively and efficiently so as to motivate your audience to take your desired action.

Joe Yazbeck, Founder-President of Prestige Leader Development [www.PrestigeLeader.com](http://www.PrestigeLeader.com) had this to say about the author and the book, "Ginger Marks has codified a very workable system of materials to help anyone who desires to be an improved presenter. The skills of presentation could be said to be an artful science and Ginger represents this concept very effectively in her latest work. Presentation Skills for the Next Generation is a very valuable must read."

This book gives you a proven method to deliver a powerful and effective presentation. You will find the book sold in print and eBook format at: [www.GingerMarksBooks.com](http://www.GingerMarksBooks.com).

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