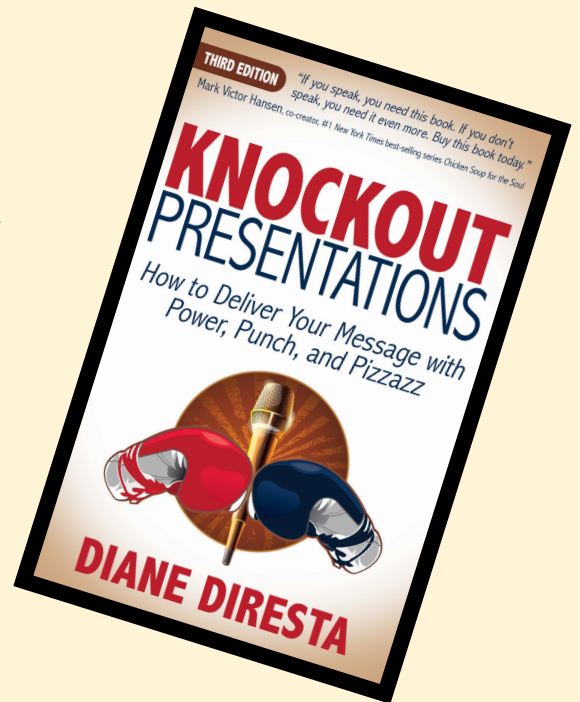


meet **Diane
DiResta**

**PUBLIC
SPEAKING**
is the new
**COMPETITIVE
ADVANTAGE**



Diane DiResta, CSP, is Founder and CEO of DiResta Communications, Inc., a New York City consultancy that serves business leaders who deliver high-stakes presentations - whether one-to-one, in front of a crowd, or from an electronic platform. DiResta is the author of ***Knockout Presentations***. A Certified Speaking Professional, DiResta is one of only 12% of speakers to hold that designation. She was President of the New York City chapter of National Speakers Association and former media trainer for the NBA and WNBA. DiResta has been featured on CNN, Bloomberg Radio, and quoted in the New York Times, Wall Street Journal, Guardian UK, and Investor's Business Daily. She currently resides in Staten Island, New York.

More at DiResta.com.

To interview Diane DiResta, contact Tom Ciesielka, TC Public Relations, tc@tcpr.net, 312.422.1333.

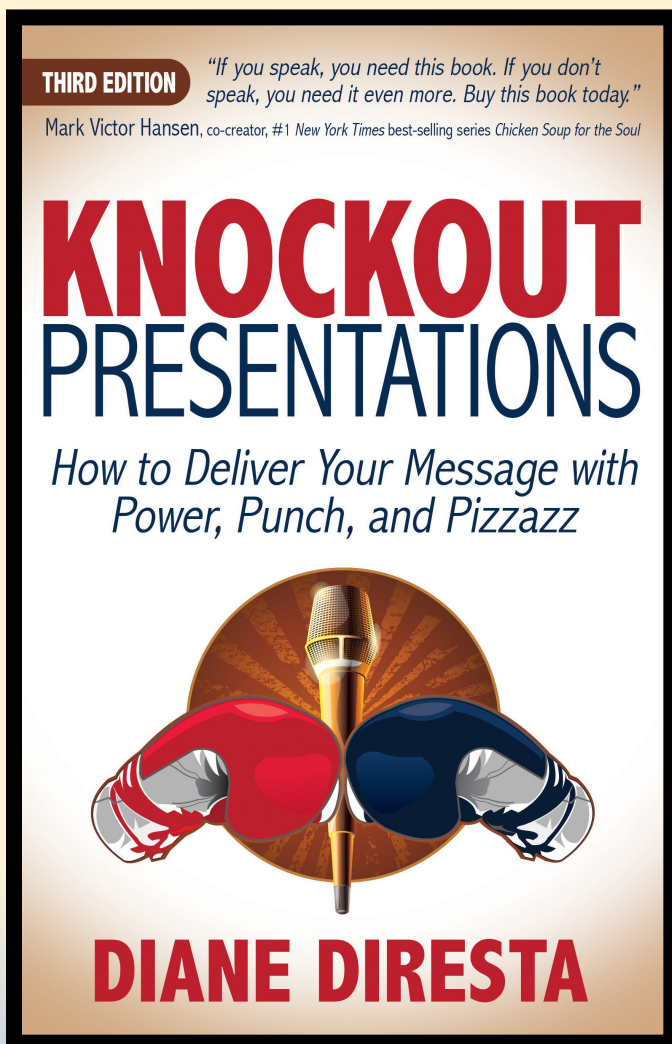
read **KNOCKOUT PRESENTATIONS**

...and find your inner public speaker

Knockout Presentations: How to Deliver Your Message with Power, Punch, and Pizzazz

by Diane DiResta, CSP

Called the Bible of Public Speaking, Diane DiResta's *Knockout Presentations* is a "seminar in a book" that reduces fear and gives speakers the steps to craft and deliver a talk that will make them a knockout on the platform! It's the next best thing to having a Certified Speaking Professional there to teach you in person. She provides all the fundamentals without any fluff. Readers will learn what confidence looks like, what public poise sounds like, and how to speak the language of assurance, craft a compelling talk, size up an audience, and overcome fear. DiResta dispels myths about public speaking, addresses most common mistakes, and shares why you must present or perish! Dos and Don'ts at the end of each chapter help readers review and reinforce presentation principles. Public speaking is the new competitive advantage, and *Knockout Presentations* gives speakers tools and techniques, templates, and resources to improve their skills.



See Diane in action as she demonstrates key principles from the book:

What do I do with my hands?

- <https://goo.gl/qcSZzJ>

Walk, Stop, Talk

- <https://goo.gl/H5uFQZ>

Eye Contact

- <https://goo.gl/ZDRfR9>

Slow Down Speed Talking

- <https://goo.gl/TsvcBz>

Does Uptalk Make You Upchuck?

- <https://goo.gl/LTyNHG>

Diane DiResta has worked with many nationally known companies and organizations, including:

- AT&T
- Boise Cascade
- Citigroup
- City of New York
- Cornell University
- L'Oreal
- Madison Square Garden
- Marriott Hotels
- Merrill Lynch
- Michael Kors
- NASA
- National Basketball Association
- Northern Trust
- Sanofi Pasteur
- Sony Music
- Spectrum Reach
- Tiffany & Co.

Learn more about the author at DiResta.com.

To interview Diane DiResta, contact Tom Ciesielka, TC Public Relations, tc@tcpr.net, 312.422.1333.

Transformative training from **KNOCKOUT PRESENTATIONS**

The author teaches how to speak publicly, and she does so by demonstrating her time-tested process. As she encourages the use of effective verbal technique, she peppers her own words with metaphor, analogy, and alliteration; training and instructing the reader by using the very methods that she teaches.

This book is chock full of tips and direction from great speakers ...yet while drawing advice from well-known presenters, Diane DiResta shows how to make their experiences your own, with fresh ideas that are unique and applicable.

ROUND 1 **Getting Started**

1. *Secrets of Platform Effectiveness*

ROUND 2 **Stage Presence**

2. *Sizzle or Steak?*
3. *Fear Fixes: Conquering Nervousness*
4. *Listening: the Other Side of Speaking*

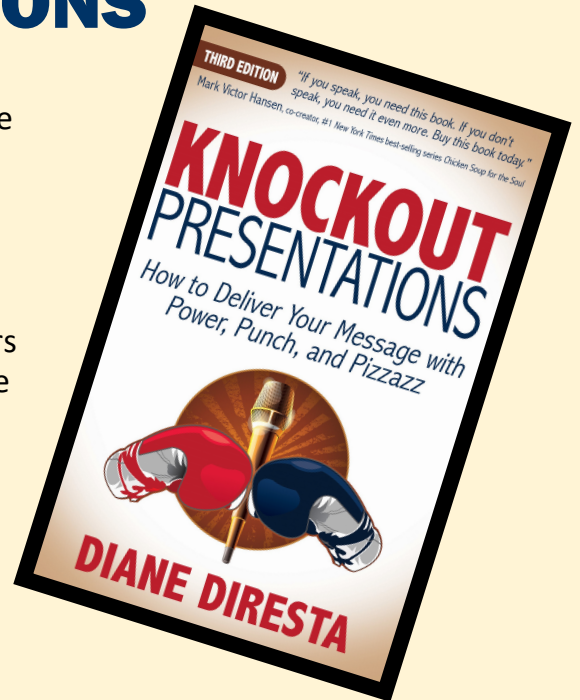
ROUND 3 **Structure & Organization**

5. *Research and Analyze Your Audience*
6. *Building Your Presentation*
7. *Listener-Centered Communication: Principles of Persuasion*

ROUND 4 **Staging the Presentation**

8. *Seeing is Believing: Visual Aids*
9. *Setting the Stage*
10. *Q & A, Difficult People and Deadly Disasters*

Appendix of Resources



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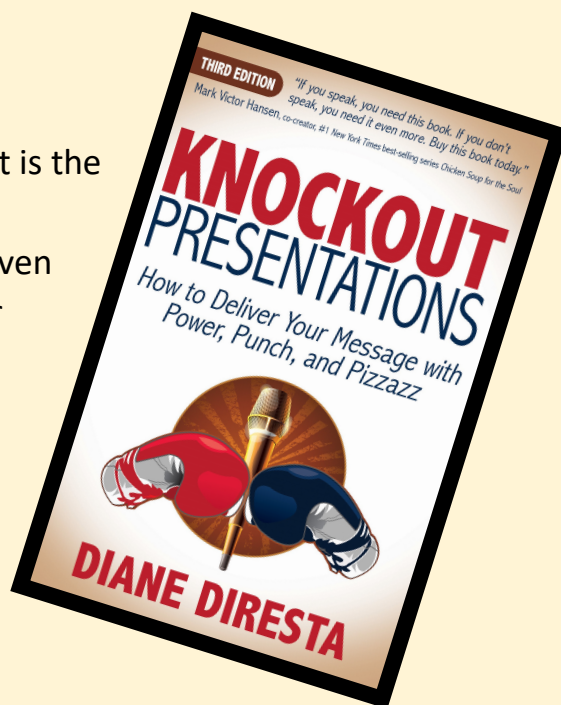
Order from [Amazon](#) or
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Available in paperback,
Kindle, and NOOK Book editions.

Learn more about the author at
[DiResta.com](#).



Suggested interview questions for **Diane DiResta...**



1. You believe that anyone can be a public speaker....what is the biggest obstacle people face in making presentations?
2. You reference many great speakers in this book...you even quote Gandhi and Shakespeare. If you had to pick your all-time favorite presenter, who would it be and why?
1. You bring unique ideas drawn from extensive personal experience. Tell us about your presentation pedigree...
4. One of your most unusual mental illustrations is the "speech sandwich." Can you explain that for us?
5. You have an entire chapter on listening. How is that an important part of public speaking?
6. One point that you address multiple times is the listener's WIIFM, or What's In It For Me? Can you elaborate on that?
7. Along with the details of presentation style and content, you examine the entire experience: your entrance, room setup, personal appearance, question and answer time. Which of these "extra" factors is most often overlooked by public speakers and what are the risks in not considering them all?
8. There's one in every crowd...an eager beaver, a clown, even a heckler. You offer recipes for addressing difficult people in public speaking scenarios. Give us an example...
9. Every speaker has probably found themselves in an awkward situation at least once. Can you share how you overcame an embarrassing or uncomfortable speaking situation?
10. You emphasize the importance of practice prior to public speaking. What are some effective methods for doing that?
11. **Knockout Presentations** is full of interactive exercises, checklists, and homework. You advocate learning by doing. What is one exercise that can dramatically improve one's impact as a public speaker?
12. If there is one most important key takeaway for readers from **Knockout Presentations** what is it?

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