

News release

For immediate release

SUZEN FROMSTEIN
**WANT TO INFORM,
INFLUENCE AND
ENTERTAIN LIKE
A PRO?**

WANT TO INFORM INFLUENCE AND ENTERTAIN LIKE A PRO?

Simply Recognize The Seven Deadly Sins of Public Speaking And Then Avoid Them

WANT TO INFORM INFLUENCE AND ENTERTAIN LIKE A PRO? summarizes Fromstein's experience as an executive speechwriter, college professor, a competitive Toastmaster and a business workshop facilitator. This easy-to-follow, practical guide is designed to help you:

- Engage upper management long enough for them to warm to the merits of your process innovation or cost saving idea.
- Avoid suffocating the audience's interest with inane, lacklustre loquaciousness.
- Have the last word in an argument about who comes first in your office relationships (don't try this at home).

BONUS MATERIAL: HOW TO ADD HUMOR TO EVERYTHING

Fromstein co-authored this section of the book with stand-up comic Michael Nemiroff. The Bonus Material is intended to be read by anyone who has ever given a sales report, market review, technical summary or conference presentation and found that his or her audience was fast asleep, in a coma or dead. Fromstein and Nemiroff show you how to use humor appropriately to engage your business audience. In addition to many examples sprinkled throughout the text, there are a number of actual speech scripts in the Putting Theory Into Practice section.

WANT TO INFORM INFLUENCE AND ENTERTAIN LIKE A PRO? is Suzen Fromstein's second book. Suzen made her debut as a published author with SUITS AND LADDERS: Ten Proven Ways to Keep Your Job Safe (with a few jokes thrown in). This Amazon (Career and Career Guides) Best Selling Book consolidates the combined wisdom of 102 real people with real jobs. Following their advice gives employees (regardless of industry or sector) a better chance of survival, or at least, gives them a fighting chance at survival. (www.amazon.com/dp/B00CULF4D0).

"INFORM" is available on Kindle, Kobo and other e-readers through Amazon and Smashwords. There is also a print on demand option.

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