



# The 7 Principles of Public Speaking: Proven Methods from a PR Professional

By Richard Zeoli

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Frequently cited as the number one fear among A proven, gimmick-free lesson guaranteed to business executives, public speaking doesn't make anyone a better speaker and come naturally to most people. Pitching an idea, presenter. selling a product, or presenting a program doesn't have to be a stomach-clenching experience to be struggled through. It can be an opportunity to relish and a chance to shine in front of a group. Whether you are selling an idea to two colleagues in a conference room or presenting a major corporate strategy to a ballroom filled with shareholders, the key to success is a clear, confident, memorable presentation.

With *The 7 Principles of Public Speaking*, Richard Zeoli makes the common sense, gimmick-free program he's offered to business leaders and political candidates available to everyone. Whether you are looking to position yourself as an industry expert, extend your sphere of influence, or gain the support and backing of vital constituencies, *The 7 Principles of Public Speaking* will give you the tools you need to achieve your goal. If you are a polished professional, it will help you hone your skills. If you are a novice communicator, it will help you overcome obstacles and convey your message with confidence, poise, and persuasiveness.

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### Editorial Review

#### Review

“While this book does not break new ground, it is a solid introduction for readers seeking direction as they prepare to give a speech or presentation.”

#### Language Notes

This engaging audio program is like having your very own public speaking coach to guide you, motivate you, and inspire you to unleash your potential, and achieve results! This exceptional audio program will teach you the skills to present your product, your service, and yourself with confidence before a crowd of any size - whether five people in a company boardroom or 5,000 people in a crowded arena.

What you'll learn from Principle #1 will completely change everything you were ever taught to believe about public speaking. Principle #3 will teach you a powerful secret that will end your fear of public speaking once and for all, and after hearing Principle #6, you will share your message with a newfound sense of enthusiasm and passion that will leave your audiences wanting more.

Far beyond one size fits all cookie-cutter techniques, Richard Zeoli uses real life examples and personalized instruction as he shares with you the timeless principles that all speakers and presenters must master for communications success in today's fast paced world.

About the author: Richard Zeoli has spent nearly fifteen years helping today's leaders become truly effective communicators. He has helped major candidates for federal and statewide office, key elected officials, and prominent business leaders prepare for television, radio, and print interviews, and he has written speeches, press releases, and talking points for leaders at the highest levels in the public and private sectors. An authority in his field, Richard has appeared nationally on television and radio and has given print interviews to major publications, including the New York Times and the Washington Post. Richard is president of RZC Impact ([www.rzcimpact.com](http://www.rzcimpact.com)), a New York-based communications firm offering presentation skills training to individuals and groups of every size.

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#### About the Author

Richard Zeoli is the founder and president of RZC Impact, a pioneering communications firm specializing in executive-level communication coaching and strategic messaging. Richard has advised governors, members of Congress, and Fortune 500 executives. An in-demand speaker, he regularly addresses audiences large and small on leadership and communication and has provided expert commentary on ABC, MSNBC, CNN, and National Public Radio. His website is [www.rzcimpact.com](http://www.rzcimpact.com).

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