



It's Not What You Say: How to Sell Your Message When It Matters Most

By Michael Parker

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It's Not What You Say: How to Sell Your Message When It Matters Most By Michael Parker

No matter what the speaking challenge is, this inspirational, cleverly illustrated book will help readers perform with **passion, power** and **persuasion**—at the top of their game.

Whether chasing a job, planning a pitch, giving a speech at a wedding, presenting to one or one thousand people, readers of *It's Not What You Say* will discover how to:

- Use the rule of three to win any audience over
- Prepare so you can be yourself – but better
- Embrace the unknown and conquer any fear

Capturing a life time's work in the art of persuasive communication, this powerful book reveals the principles, tools and tricks to help you become a **courageous, memorable, stand-out** speaker.

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Editorial Review

About the Author

Michael Parker is the former head of Saatchi & Saatchi, and now coaches private clients on their pitches (Pitchcoach.co.uk).

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