

**“PUBLIC SPEAKING IS NOT THE NUMBER ONE FEAR.  
THE NUMBER ONE FEAR IS **PUBLIC EMBARRASSMENT!**”**

### **The Problem—**

- Most presentations and presenters are boring and forgettable. If it's not the **PowerPoint Parade** (one forgettable slide after another), it's the **Data Dump** (one mind-numbing statistic after another). The only statistic people care about during this type of presentation is **what time will it end!**
- Informal research shows that most people remember less than 10% of any message after 48 hours of hearing it. Actual research, according to *USA Today*, shows that the retention after a presentation is closer to 2% to 3%! Reality check: **No one remembers what you said.**
- Presenters get stuck in a rut, giving presentation the same way every time.
- Author Seth Godin said it best in his book, ***Purple Cow***, “**You are either remarkable or invisible.**” Which are you when it comes to your presentations?

If you find yourself in that rut, want to take your speaking ability to the next level, and make sure your message gets heard, what can you do?

If you want to increase your confidence, not only in front of audiences but in one-on-one situations in life (promotions, dating, etc.), how can you get a boost?

Would you like to get closer to these results—plus make more money—through coaching from a world-class professional speaker in a safe environment?

**The Solution—Energize, Educate & Entertain: How to Connect with Audiences Every Time & Make Your Presentations Remarkable & Memorable**

#### *Testimonials:*

*“Your workshop was a pleasant surprise. I was expecting a repeat of the material I had seen before. Instead, you gave us great, new stuff!! I don't think I've ever seen anyone better demonstrate the power of the kinesthetic approach in training and presentations. My only complaint is that they should have given you more time.”*

**- Mark LaVergne, , New York City**

*“Ed is a phenomenal speaker. His keynote speech brought all kinds of emotions: concerns, laughter, almost tears and sometimes even a little bit of outrage. I identified myself with some of his stories and felt encouraged and inspired by his ideas and actions. His workshop was very useful and educational. His strategies to write speeches and come up with topics really put a different twist on how I prepare my speeches. I was glad and efficient process.”*

**- Testimonials from District 78 Toastmasters Conference**

### ***As a Result of Coaching with Ed Tate, You Will:***

- Give memorable presentations at work
- Avoid embarrassing yourself in public
- Incorporate the most important rule of speaking
- Discover how to develop new material on the spot
- Become more assertive and exude charisma
- Make your presentations remarkable and memorable
- Understand the 3 Qualities of an Effective Speaker
- Practice the 4 Elements of Effective Story Telling
- Practice the 4 Most Effective Ways to Reduce Stress whenever you speak
- Learn 10 different ways to open and close any presentation
- **PLUS** find out what former **NYC Mayor Rudolph Giuliani** taught Ed about public speaking
- **And learn much more...**