

The *Complete* Presenter/ Trainer's Handbook

**For Anyone Who Needs to Present
and Train People to Take Action**

**CARLA
CROSS**

SEMINARS, INC.

The Complete Presenter/ Trainer's Handbook

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Included:

- Five Secrets to Banish Stage Fright Forever
- Six Strategies to Rivet The Audience's Attention to You
- The Masters' Secrets to Control your Audience—Gracefully
- Persuasive Presentations Made Easy—One Minute+ to Get Your Point Across and Persuade Them to Take Action
- How to Assure They Heard what You Said (2 Simple Steps Many Presenters Never Learn!)
- The Six Steps to Create an Effective Workshop—Foolproof!
- The Best System to Create a Workshop Fast—when you have No Time to Prepare
- One Change-Approach to Teaching that Assures Your Audience Changes *Behavior* (more production, better attitude)
- 15 pages of Forms, Systems, and Samples to Create Training Programs

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Workshop Operations and Systems:

Instructor biography, sample article, sample press release, sample flyer

Dear reader,

This program is a result of my teaching “Instructor Development Workshop” hundreds of times in Washington State. As I created more extensive outlines, I decided that this information would be helpful to any of you who need to be effective presenters and trainers. So, I took this information and created a program that I know meets the needs of thousands of trainers, managers, and agents. Anyone who speaks in front of one or more people needs these skills!

Creating Persuasiveness

Do you do persuasive presentations in front of a few people? That could be your sales team, people you want to buy from you, or clients. If so, you need to know how to create a persuasive presentation—and how to give it effectively. All that is here.

Banishing Stage Fright

Do you freeze in fear when someone asks you to get up and speak? There are solid, proven methods here to rid yourself of stage fright—forever. In my ‘former life’, I was a musician. (I have a bachelor’s degree in piano performance and a master’s degree in music theory). As a performing musician, I studied and mastered methods to prepare for and give performances. I share them here with you.

Crafting a Behavior-Changing Workshop

Are you managing or training people who want to do better, accomplish more? If so, you need to learn how to put together an effective workshop. Today, I received a compliment from a very discerning former writer/printer, who said he thought I crafted the best workshops he’d ever seen. I told him that, 15 years ago, I was pitifully bad at it. So, I learned a process and practiced this process until I have great confidence that I can quickly and effectively put together a workshop that works. So can you, with this method!

Hard-to Find Practical Information

Theory is fine, but practical skills are better! I guess, as a player-musician, I’d rather do it than talk about it! If you need to present and craft workshops, you don’t need a whole lot of theory. I have studied the theory, and I have built in solid reasons behind what I’m teaching you. But, you don’t need all that background to perform.

Listen to the tapes and study the material. Put the action steps to work one at a time. You will be amazed at how quickly you master the skills here. Let me know your successes!

Sincerely,

Carla Cross