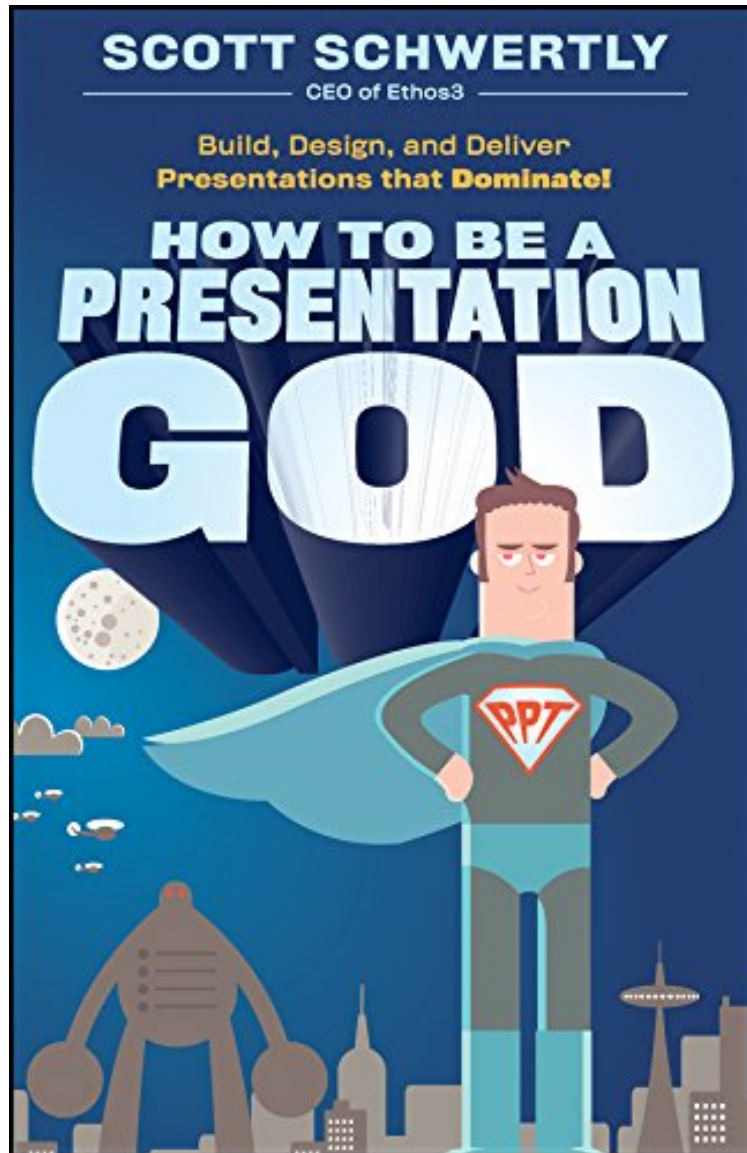


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# How to be a Presentation God: Build, Design, and Deliver Presentations that Dominate

Scott Schwertly

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**Scott Schwertly : How to be a Presentation God: Build, Design, and Deliver Presentations that Dominate** before purchasing it in order to gage whether or not it would be worth my time, and all praised How to be a Presentation God: Build, Design, and Deliver Presentations that Dominate:

20 of 21 people found the following review helpful. Not sure I'm even a demi-god after this book. By Mike B of Syd There's a lot of superfluous text in this book. That might be to your liking in which case you'll enjoy reading this:

there are countless little 'whimsical' bits to keep you entertained as you wait for the promised apotheosis. I hit somewhere around page 60 before I felt the book had really started to get to its core message - what had come before might well be Mr Schwertly's style on stage (and I guess it \*might\* be entertaining in that context) but here it just seems to be unnecessarily wordy. There is value in this book: there is a summary of the various types of presentation styles in use (Godin, Takahashi, Lessis) and a core message about the 3 requirements for a great presentation (Content, Design, Delivery) and I found some interest in reading such sections but, again, it was too little and far too late. For example: Design is important. If you're not good at design then perhaps hire some outside talent. I guess that's good advice (and he does mention a website or two that discusses design) but it's nowhere near enough given that this book stretches to some 240 pages. Content? Find your message in 3 "bullets" - something that I think has been covered before (for example, "Beyond Bullet Points") and better elsewhere. While this is not an expensive book, I would recommend, in its place, other titles that simply deliver more useful content. Given the focus on Content, Design and Delivery, I would propose: Content: Weissman's "Presenting to Win." Excellent. It also includes more on design than here. Design: Reynold's "Presentation Zen." Delivery: There are countless of these available and it depends upon perceived areas of need which mechanism might work best. But there is better elsewhere than here with a full chapter (!) dedicated to 'being a chatterbox' as part of the persona of deliver. From a (still) lowly mortal. 1 of 1 people found the following review helpful. Nice try By NMBI'd read several of his articles, before buying the book. There's too much narrative and theory and not enough practical information. I found the articles great--but the book I've had to wade through, looking for nuggets. 2 of 2 people found the following review helpful. A Real Waste Of Time By James Humphries Out of 254 pages, only a few helpful tips. This guy is a Dennis Miller "Wanna BE" and his never ending attempt to entertain and be a comic completely destroy the communication / content delivery of this book. It could have been really helpful, instead I want to know where I go to get that 10 hours of my life back. HORRIBLE BOOK. Find another resource.

How to build, design, and deliver a fire-breathing, wing-flapping, roar-bellowing behemoth of a presentation Unlike most presentation books that say the same things regarding presentation design and delivery (less is more, get rid of bullets and use images, emulate Steve Jobs, and so on), How to Be a Presentation God actually divulges step-by-step secrets for how to build, design, and deliver blockbuster presentations. By providing entertaining and clever presentation insights, veteran presenter Scott Schwertly gives you the in's and out's for presenting yourself, your business, and your cause with an easy-to-implement approach. Focuses on content, design, and delivery Author is a regular speaker at national and regional industry conferences such as PowerPoint Live and Presentation Camps, and is the founder of the award-winning Ethos3 Communications Author is the creator of an app, Present, that landed in the top-20 iPhone apps in the Business category on iTunes How to be a Presentation God will ensure that your presentations reach a new level of effectiveness.

From the Inside Flap We've all been there: an Excel spreadsheet smeared across a projector screen as someone on stage mumbles into a microphone while you sneakily check your email on your phone just to stay awake. It's presentation hell, and we've all been there before. But it doesn't have to be this way, especially when you're the one delivering the presentation. As founder of presentation design firm Ethos3, Scott Schwertly knows the difference between a great presentation and a great reason for an audience to take a nap. In How to Be a Presentation God, Schwertly begins to right the multitude of wrongs we have endured at the hands of dull speakers and poorly crafted presentations. Schwertly shows you how to design and deliver a fire-breathing, earth-shaking presentation that will have your audience praising the heavens and hanging on your every word. You'll find proven and effective step-by-step secrets for delivering transcendent presentations with an easy-to-implement approach focused on engaging content, personal storytelling, and effective design elements--the holy trinity that leads to godly delivery. As a presenter, your job is to move people, and anything less is merely wasted time. Presentations matter. We use them to convince others to do more, think differently, or invest in our ideas. Yet most of us can't seem to muster the forethought, passion, and execution that our ideas deserve. If you've got a presentation to deliver, it's probably important to you. So treat it that way. How to Be a Presentation God gives you the tools you need to deliver when it matters and fulfill your own passion and vision for what can and should be. When people take time out of their day to sit and listen to you speak, not boring them to death is the least you can do. Packed with examples and lessons from great presenters--from Abraham Lincoln to Steve Jobs--this book shows you how to beat the boredom, flip your script, and start changing the world . . . one presentation at a time. From the Back Cover Praise for How to Be a Presentation God "Please take my word for it. As the book's title says, if you want to be a presentation god, you simply must buy this book." mdash;Richard Matsumoto, Head of Global Business Development, Global Managed Services Division, Fujitsu Ltd. "At the heart of every presentation is a story begging to be told in an engaging way . . . Scott and his team get this and have a unique talent for transforming the boring into the meaningful." mdash;Carlos Roldan, Creative Media Manager, Trade Marketing and Sales Communications, Carnival Cruise Lines "At a time when everyone is increasingly bombarded with messages, Scott's book provides wonderful perspectives and tools for each of us to stand

out from the crowd; connect with our audience; and become more effective storytellers. The best communicators are almost always the best storytellers!" —Mike DuBoise, Sr. Vice President, Customer Marketing and Category Management, Universal Studios Home Entertainment "The brilliance of *How to Be a Presentation God* is that it inspires you to rethink the way you approach creating and giving presentations moving forward." —Chuck Dietrich, CEO, SlideRocket "In typical Ethos3 fashion, this book provides you loads of presentation wisdom, while maintaining a fun, whimsical, and irreverent tone." —Michael Port, New York Times bestselling author of *Book Yourself Solid* and *The Think Big Manifesto* "Scott is a presentation genius. I am constantly amazed by how he can take an idea and turn it into a compelling presentation." —Rashmi Sinha, CEO, SlideShare About the Author SCOTT SCHWERTLY is founder of Ethos3 Communications, a presentation design and training firm with a client list that includes companies like Google and Pepsi, as well as successful speakers like Guy Kawasaki. And it's no wonder, since Ethos3 placed first in the business category at SlideShare's World's Best Presentation contest. Learn more at [www.ethos3.com](http://www.ethos3.com).