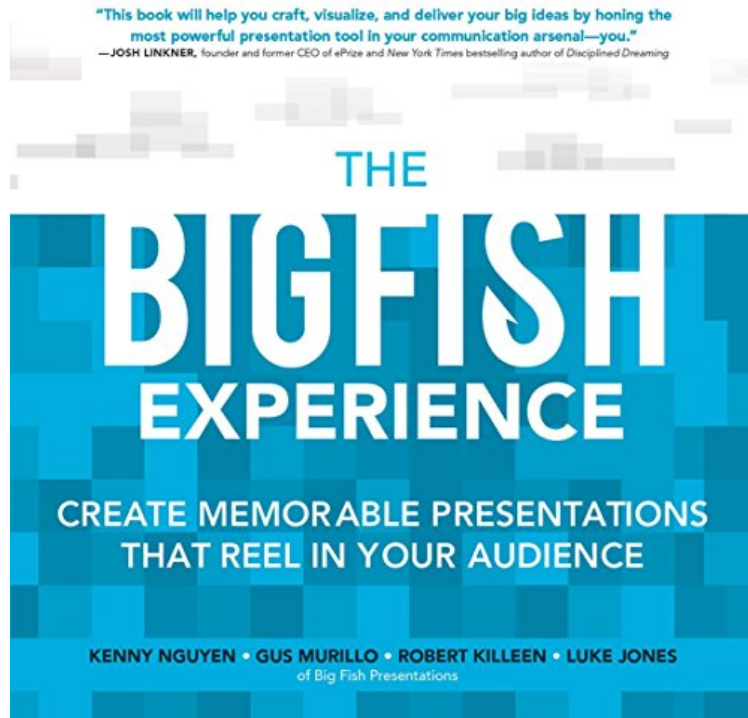


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## The Big Fish Experience: Create Memorable Presentations That Reel In Your Audience

*Kenny Nguyen, Gus Murillo, Robert Killeen, Luke Jones*  
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**Kenny Nguyen, Gus Murillo, Robert Killeen, Luke Jones : The Big Fish Experience: Create Memorable Presentations That Reel In Your Audience** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Big Fish Experience: Create Memorable Presentations That Reel In Your Audience:

5 of 5 people found the following review helpful. Excellent Buy!!!By SavannahI am President and Founder of Rescutopia.com, a non profit animal rescue group. Presentations are an important factor for us as we grow, educate and find donors. I pre-ordered this book several months ago, and it's finally in! The layout and colors are great and the book is really easy to follow. It is getting me back in touch with the true focus of what is necessary for a presentation to be successful, and to stand out.I've sat through some terrible powerpoint presentations and I always tell myself "I'll never do that to people", but now I have the tools to make sure that doesn't happen, AND that I will make a presentation that people will not forget!! So glad I got this book...the wait was worth it!2 of 2 people found the following review helpful. Makes presentations not so intimidatingBy Mary N.Very good, concise book that gives practical advice on how to give presentations. I particularly loved the section that featured notable TED talks speakers that use unconventional delivery methods to get their points across. As a TED junkie, it was nice to see how we can take what we learn from the best speakers of TED and apply it in our daily presentation styles to make our presentations more exciting.0 of 0 people found the following review helpful. Packed with valuable insights!By Mikel was blown away by the value I received from this book! Not only is the content itself outstanding, but the author

presents it (pun intended) in a way that's engaging, easy-to-read, and easy-to-follow. I speak at a dozen or so conferences nationally each year and there's solid insights here both for the beginner and veteran speaker/presenter. In fact, I've been able to apply key points from this book to my own presentations already and recommend this book to anyone who wants to step up their presentation game!

From one of Inc. magazine's "Coolest College Startups"—the revolutionary three-step method that will transform every presentation into an experience for the audience Rid the world of bad presentations with: Engaging Content + Memorable and Simple Design + Powerful Delivery Together, these create an unforgettable experience for the audience, The Big Fish Experience. Big Fish Presentations spends every day making the incomprehensible compelling; the mundane interesting; and the complex simple. Whether it's a presentation about an idea, a product, a service, a business, or a cause, at its heart, it's a story. The Big Fish Experience will help you tell yours. Learn how to: CAPTIVATE with the power of story, enticing visuals, and infectious enthusiasm INSPIRE with the perfect pitch, a strong message, and a call to action ENGAGE with supreme skill and confidence—and achieve your purpose every time In this practical, step-by-step guide, you'll find proven techniques and expert tips on new presentation tools; innovative ways to deliver your ideas; case studies of presentations, which you can emulate immediately; and ways to recover if things go wrong. Big Fish Presentations works with clients nationwide—from startups to Fortune 100 companies—to turn presentations into experiences by providing copywriting, presentation design, presentation training, and video production, using the latest, most innovative strategies.

From the Back Cover: Simple, memorable, and story-filled, this book will make you feel like the Big Fish Presentations team is right by your side, coaching you for your big moment—from crafting the winning pitch to engaging your audience to sharing ideas that will change the world. Peter Arvai, CEO and cofounder of Prezill This book will help you craft, visualize, and deliver your big ideas by honing the most powerful presentation tool in your communication arsenal. Highly recommended! Josh Linkner, founder and former CEO and chairman of ePrize, founding partner of Detroit Venture Partners, and New York Times bestselling author of Disciplined Dreaming and The Road to Reinvention The Big Fish Experience is a speaker's best friend and is essential when preparing for your big presentation moment. Kevin Harrington, inventor of the infomercial, founder of As Seen on TV, and original Shark on Shark Tank The power of a great story is the key to a powerful presentation. The Big Fish Experience will help turn any presenter into a full-fledged storyteller. Jeff Hoffman, cofounder of Priceline.com and ColorJam No matter what level you're at today, The Big Fish Experience will help you take it up a notch—to deliver to your audiences the experiences they've always dreamed about. Dave Kerpen, New York Times bestselling author of The Art of People and international keynote speaker In today's high-stakes business world, it's not uncommon for one presentation to be a make-it-or-break-it opportunity. Whether you're preparing for a multimillion-dollar pitch or just want to ace a presentation, The Big Fish Experience offers smart, actionable tips to help every presenter take his or her presentation to the next level. Brittany Hodak, cofounder of ZinePak and winner of Shark Tank The Big Fish Experience will help entrepreneurs and those with big ideas tell their stories in a more captivating and visual way than ever before. Definitely recommend this book to presenters looking for resources, tools, and ideas on how to make an impact with the audience. Scott Gerber, founder of YEC and author of Never Get a Real Job Being an entrepreneur means that I often have to invite employees, advisors, investors, and customers to support and share my vision. I have learned that speaking in front of an audience of several hundred people requires more than confidence. Presenters must have a plan for developing their message, sharing it in a compelling way, and using tools to present captivating visual elements that support one's arguments. In The Big Fish Experience, Kenny, Gus, Rob, and Luke take you through the entire process of planning, creating, and delivering presentations that will inform and inspire any audience. David Hassell, CEO of 15Five This book will help any presenter reimagine how presentations should be in this death-by-PowerPoint-filled world. Javier Farfan, VP of segment and cultural marketing at Verizon Good presenters aren't magically created, they are made with lots of empathy, consideration for their audience, and hard work. This book perfectly encapsulates what separates the run-of-the-mill from the truly exceptional. Sean Blanda, director and editor in chief of 99 Big Fish offers a unique presentation style guide personalized for any user with simple, practical tips and tricks to elevate the presentation experience. Stephen Burns, global aerospace segment leader at Kimberly-Clark Corporation This is absolutely one of the more helpful and actionable public speaking books on the market. The advice is authentic and can help anyone from newcomers to veterans enhance their skill set to comfortably command a stage. Sarah Bedrick, certifications program leader at HubSpot In these pages, you will learn how to move from being a presenter to becoming a true storyteller. Andres Traslavina, global recruiting manager at Whole Foods Market Everyone should read this book before your next big pitch. Tim Williamson, CEO of Idea Village Unleash your inner TED talk. Josh Koppel, founder of Scrollmotion Like its

authors, *The Big Fish Experience* is bold, forward-thinking, inspiring, and utterly engaging. If you've ever delivered a boring presentation (and who among us hasn't?), this book will show you that there is a better way. You'll get the tools and inspiration you need to go from mind-numbing to mind-blowing. You owe it to your audience and to yourself to read this book.

—Amy Stevens, AVP of marketing and communication at Tideland Health  
The *Big Fish Experience* lays out a logical, effective roadmap for developing enhanced storytelling for corporate presentations.

—Scott Collignon, senior director of supply chain operations at Cabela's  
A true Presenting 101! In these pages, you will learn how to create a memorable experience for your audience.

—Frank Marino, VP of marketing at Atmos Energy  
Given the competitive nature of today's advertising business, it is essential for our sales team to deliver the best presentations among peer media reps. *Big Fish Presentations* offers practical, insightful tips to design effective, powerful presentations. This is required reading for design teams or anyone who wants to create a standout presentation.

—Mendi Robinson, creative director at Lamar Advertising Company  
The *Big Fish Experience* explores in depth every essential part of a great presentation experience. Best of all, it does it in an approachable way with plenty of real examples.

—Chanda D. Leary-Coutu, senior manager of marketing communications at Wellpet  
I would've loved to read this book before I started my professional speaking career. It is comprehensive, fun, and filled with engaging stories that link the concepts of effective presentations to powerful delivery. It is ideal for both beginners and expert presenters.

—Dima Ghawi, TEDx talker and founder of Breaking Vases  
If you feel like you're not challenging yourself enough in public speaking, pick up this book.

—Jeremey Donovan, bestselling author of *How to Deliver a TED Talk* and *Speaker, Leader, Champion*  
The team behind *Big Fish Presentations* really understands how to make presentations that impress. Their philosophy of approaching it like a top chef makes sense. What you need are great ingredients (content), flawless technique (design), and presentation (powerful delivery). The result is a feast for your audience that will take you to the top of your field.

—Sonia Arrison, author of *100 Plus*  
About the Author  
Kenny Nguyen is the founder and CEO of *Big Fish Presentations*. He was named the 2012 CEO Student Entrepreneur of the Year by Collegiate Entrepreneurs Organization (CEO). Gus Murillo is the president and COO of *Big Fish Presentations*. He has been recognized as a Kairos50 member and awarded for this achievement at the New York Stock Exchange. Robert Killeen is the lead copywriter at *Big Fish Presentations*. Luke Jones was the first copywriter at *Big Fish Presentations*. He is now an advertising associate at Deveney.