

CONFESSIONS OF A PUBLIC SPEAKER

By Scott Berkun

"A fresh, fun, memorable take on the most critical thing: what we say.
Highly recommended." —Chris Anderson, Editor in Chief, *Wired*

CONFESSIONS OF A PUBLIC SPEAKER

In this hilarious and highly practical book, author and professional speaker Scott Berkun reveals the techniques behind what great communicators do, and shows how anyone can learn to use them well. For managers and teachers—and anyone else who talks and expects someone to listen—*Confessions of a Public Speaker* provides an insider's perspective on how to effectively present ideas to anyone. It's a unique, entertaining, and instructional romp through the embarrassments and triumphs Scott has experienced over 15 years of speaking to crowds of all sizes.

With lively lessons and surprising confessions, you'll get new insights into the art of persuasion—as well as teaching, learning, and performance—directly from a master of the trade. Scott is the bestselling author of *Making Things Happen* and *The Myths of Innovation*, both from O'Reilly.

"Scott berkun tells it like it is. Whether you're speaking to 10 people or 1000 people, you will gain insights to take your presentation skills to the next level. It's a rare book that will make you think AND laugh."

—Tony Hsieh, CEO, Zappos.com

THE ULTIMATE PRESENTATION ON PRESENTATION

“In hundreds of lectures around the world, I’ve done most of the scary, tragic, and embarrassing things that terrify people. I’ve been heckled by drunken crowds in a Boston bar. I’ve lectured to empty seats, and a bored janitor, in New York City. I’ve had a laptop crash in a Moscow auditorium; a microphone die at a keynote speech in San Jose; and I’ve watched helplessly as the Parisian executives who hired me fell asleep in the conference room while I was speaking.”

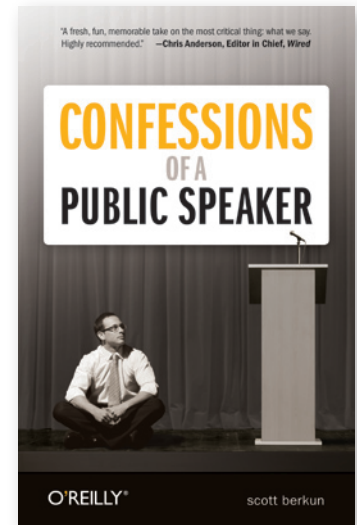
—Scott Berkun, from *Confessions of a Public Speaker*

You’re far from home, standing in an unfamiliar place, facing a roomful of strangers. You’re feeling stressed. They look bored. But you have to give this presentation, and you hope that, somehow, your slides will do all the talking. How can you possibly get through this? After 15 years of facing strangers in rooms of all sizes, Scott Berkun offers you this collection of personal tips and lessons on the art and science of public speaking.

***Confessions of a Public Speaker* includes:**

- Berkun’s hard-won and simple philosophy, culled from years of lectures, teaching courses, and hours of appearances on NPR, MSNBC, and CNBC
- Practical advice, including how to work a tough room, the science of not boring people, how to survive the attack of the butterflies, and what to do when things go wrong
- The inside scoop on who earns \$30,000 for a one-hour lecture and why
- The worst—and funniest—disaster stories you’ve ever heard (plus countermeasures you can use)

Filled with humorous and illuminating stories of thrilling performances and real-life disasters, *Confessions of a Public Speaker* is highly practical, a blast to read, inspiring, and amazingly honest. As one professional public speaker remarked, “For the novice, this book will save ten years of expensive failures and crash-and-burns.”



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Hardcover

Pages: 200 (est.)

Follow Scott on Twitter:
@berkun

Buy the book:
<http://oreilly.com/go/confessions-buy>

“Loved it! This is a very informative and entertaining look at the important art of public speaking. Anyone who speaks for a living—including teachers—will greatly benefit from this book.”

—Garr Reynolds,
Author of *Presentation Zen*

WHO IS SCOTT BERKUN?

From 1994–2003, Scott Berkun was a manager at Microsoft, where he worked on Windows, MSN, and the first five versions of Internet Explorer. He left the company in 2003 with the goal of writing enough books to fill a shelf. Confessions of a Public Speaker is his third book, following his O'Reilly bestsellers, *The Myths of Innovation* and *Making Things Happen*, an update of *The Art of Project Management*. Scott makes a living by writing and speaking. He taught a graduate course in creative thinking at the University of Washington, blogs for *Harvard Business*, and his work has appeared in *The New York Times*, *The Washington Post*, *Wired Magazine*, *Forbes*, National Public Radio, and other well known media. He has appeared as an innovation expert on CNBC, MSNBC and NPR.

His many popular essays and entertaining lectures can be found for free on his popular blog at www.scottberkun.com.

BERKUN'S MEDIA PARADE

Books

Beautiful Teams (contributor) (9780596517717) – O'Reilly, April 2009
Making Things Happen (9780596517717) – O'Reilly, March 2008
The Myths of Innovation (9780596527051) – O'Reilly, May 2007
Worldchanging: A Users Guide to the 21st Century (contributor)
(9780596517717) – O'Reilly, March 2008
The Art of Project Management (9780596007867) – O'Reilly, April 2005

Television/Radio

Co-host for 5 hour prime time Business of Innovation series, on CNBC
Regular commentator on NPR (Marketplace, Think!)

Scottberkun.com

There are more than 20,000 subscribers to Scott's popular blog (www.scottberkun.com).
His top rated lectures on Youtube have more than 100,000 views.

Scott Berkun Lectures

Recent Topics

- Creative thinking hacks
- Leading breakthrough projects
- The Myths of Innovation
- The truth about schedules
- Fixing train wrecks in progress
- Managing ideas and creativity
- Surviving executive reviews
- Dealing with annoying people

Recent Clients

- Google
 - Amazon.com
 - Adaptive Path MX
 - Microsoft Corporation
 - Adobe
 - Ebay
 - Apple Inc.
 - Sun Microsystems
 - Yahoo!
 - Macromedia
 - Intel
 - Juniper Networks
 - University of Utah
 - University of Washington
 - Northeastern University
 - Massachusetts Institute of Technology
 - Carnegie Mellon University
 - Villanova University
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WHAT CAN YOU SAY ABOUT *CONFESSIONS* OF A PUBLIC SPEAKER?

“A fresh, fun, memorable take on the most critical thing: what we say. Highly recommended.”

—Chris Anderson, Editor in Chief, *Wired*

“What a relief to finally read a book that prepares a presenter for the stage beyond eye contact and gestures. Scott covers a breadth of practical and humorous insights from his own success and mistakes.”

—Nancy Duarte, CEO of Duarte, Inc. and Author of *slide:ology*

“...packed with invaluable tips and advice—gold dust for anyone who ever has to talk to a crowd.”

—Tom Standage, business editor for *The Economist*

“Your next talk will be ten times better if you read this book first.”

—Gina Trapani, founding editor of *Lifehacker*

“Smart, funny, and provocative, ‘Confessions’ puts a very modern and wholly relevant spin on the fine art of public speaking.”

—Suzy Welch, bestselling author and speaker

“Read this book...it will make speaking in public a fun experience.”

—Arthur Pell, editor of Dale Carnegie's
How to Win Friends & Influence People