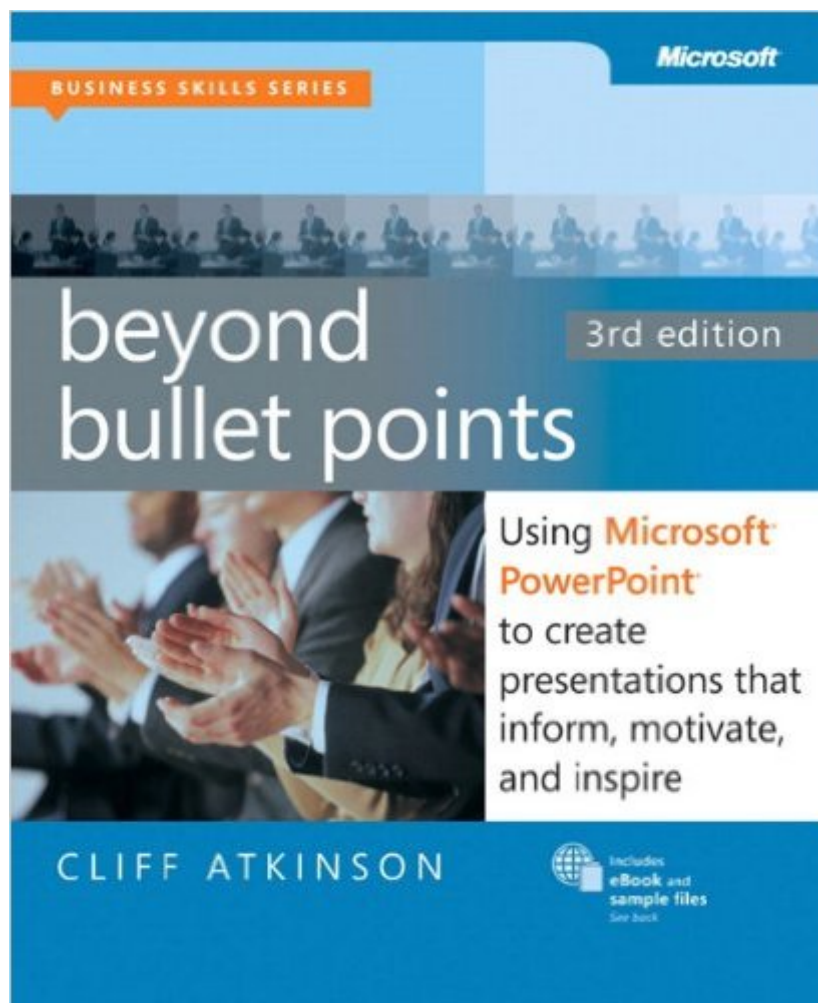


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# Beyond Bullet Points, 3rd Edition: Using Microsoft PowerPoint To Create Presentations That Inform, Motivate, And Inspire (3rd Edition) (Business Skills)



## Synopsis

Unlock the amazing story buried in your presentation and forget boring, bullet-point-riddled slides forever! Guided by communications expert Cliff Atkinson, you'll walk you through an innovative, three-step methodology for increasing the impact of your presentation. Discover how to combine classic storytelling techniques with the power of visual media to create a rich, engaging experience with your audience. Fully updated for PowerPoint 2010, and featuring compelling presentation examples from classroom to boardroom, this book will help transform your presentations and your business impact!

## Book Information

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## Customer Reviews

I am a professional speaker and workshop leader. People have always told me I am good. But now I look at my presentations and think, "I cannot believe I used to present this garbage and people responded." The ideas I got from this book have completely transformed my business. That may sound like a lofty claim but let me explain. I have never met Cliff Atkinson. Didn't know him from "Boo" before a month or two ago. I saw Cliff's book mentioned on a blog I read and began reading some of his posts. They were very useful and had a lot of great ideas. When this book was released, Cliff made an offer to do a makeover on a few presentations so that he could publically show people the results on his blog and in the discussion forum on his book site. When I saw that, I jumped at the chance. My sales presentation drives the majority of my revenue. Why wouldn't I? If I

could make it better, great. If I didn't like the result, I could always stick with what I had been doing. Like it? Wow! The transformation has been amazing! You can see for yourself. Go to his blog and you can see my entire makeover process or you can see just a few before and afters in some of Cliff's blog posts. Look for Kim's makeover. I think you will agree the difference is truly amazing. But it didn't stop there. What Cliff is really teaching is a structure for presenting information. Storytelling is one of the most powerful communication tools out there. I was a good story teller - but my stories weren't tight. They were not concise. The Beyond Bullet Point approach gives my audience exactly what they need to keep them interested and answer their questions - no more, no less. It puts you in their shoes. I took Cliff's story structure and began to apply it in other areas.

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