



## Even a Geek Can Speak

*Joey Asher*

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In today's high-tech world, it's cool to be a geek. But it's not cool to talk like a geek. *Even a Geek Can Speak* shows anyone how to express complex ideas in ways that are simple, that connect with listeners, and that persuade.

**Focusing Your Message:** One internet security executive won over non-technical business owners by focusing on the importance of internet security to the business world. Result: Listeners said - I'm buying that stock.

**Keeping it Simple:** A software consultant steered clear of the technical details when pitching to a CEO and focused on three key points: saving money, security and competitiveness. Result: He won the business.

**Telling Stories:** A telecommunications saleswoman spoke to a users' group and illustrated her points with stories, rather than dwelling too much in detail. Result: A jump in new orders.

**Not Looking Like a Geek:** An internet executive learned to connect with his audience merely by energizing his voice. Result: He received praise unlike any he'd received before.

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Spent a free time to be fun activity to perform! A lot of people spent their free time with their family, or their particular friends. Usually they performing activity like watching television, planning to beach, or picnic from the park. They actually doing same thing every week. Do you feel it? Do you want to something different to fill your personal free time/ holiday? Might be reading a book may be option to fill your no cost time/ holiday. The first thing you ask may be what kinds of guide that you should read. If you want to test look for book, may be the book untitled Even a Geek Can Speak can be great book to read. May be it can be best activity to you.

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