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# The Well-Spoken Woman: Your Guide To Looking And Sounding Your Best

## THE WELL-SPOKEN WOMAN

Your Guide to Looking and Sounding Your Best

A Top Speech Coach Reveals  
the Secrets of Powerful Women

- State Your Ideas Effectively
- Be Polished and Prepared
- Be Taken Seriously
- Assert Opinions with Confidence
- Overcome Public Speaking Anxiety

CHRISTINE K. JAHNKE

Foreword by  
BARBARA LEE  
founder and president, the Barbara Lee Family Foundation



## Synopsis

Sheryl Sandberg advises women to "lean in" to realize their full potential. To do so successfully, women need effective communication skills and a confident presentation style. In this must-have guide, one of the nation's premier speech coaches shares tested techniques from twenty years of coaching women on what works and what doesn't. The author details the practices and techniques of successful women to help all women improve their presentation and public speaking skills. With access to her expertise, you'll learn strategies that will help you present your best self in forums from PTA meetings to TV studios, conferences to classrooms, boardrooms to YouTube. The author has advised First Lady Michelle Obama for her International Olympic Committee speech, provided speaker training to Hillary Clinton's presidential campaign, and coached corporate CEOs and more women elected officials than any other trainer. Every woman can benefit from studying the polished speaking skills of such powerful women. Strategic advice on everything from messaging to hair and hemlines will allow you to come across as polished and prepared. The author includes easy-to-follow exercises so you can try out techniques immediately, from the use of sound bites and secrets to establishing eye contact to what not to do with your hands. Filled with behind-the-scenes advice, this book is for every woman who wants to present herself well, express her ideas with confidence, and earn the respect of any audience. From the Trade Paperback edition.

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## Customer Reviews

If you are seeking an up-to-the-minute resource that will turn you into a first rate speaker, *The Well-Spoken Woman* is your book. Written by top speech coach Christine K. Jahnke, this book leads you into claiming your power by confidently stating your ideas and opinions while looking polished and prepared. In short, it helps you conquer public-speaking anxiety and be taken seriously. Illustrated by Kersti Frigell with real life examples from speakers such as Ann Richards, Pat Summitt, Maya Angelou, and Melinda Gates, the material is engagingly displayed and clearly laid out. *The Well-Spoken Woman's* opening premise is that a woman's power persona evolves from bringing her whole self and signature style to the podium. "Expression and engagement are hot... Dialogue, listening, and showing empathy are now valued and respected." It seems the time has finally come to express our uniquely feminine leadership from the front of the room. Research reveals that 58% of a speaker's impact comes from body language and appearance, 38% from voice quality, and 7% from the message. Now that we have the science behind it, it's easier for a woman to identify which elements of her presentation really matter and which she should spend the most time improving. This is the part of the book I learned the most from; it changed my focus from the message itself to the way my voice carries the message, and from what I wear to how I move. After learning what makes for an impactful live performance, Jahnke moves on to something she calls the "the five C's of message development": clarity, connection, compelling, concise, and continual. The neat thing about her "message map" technology is that it applies to all different kinds of topics.

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