

Recommended Reading List

* Hoffer, Alan. *Presentation Sin: The Practical Guide to Stop Offending (and Start Impressing) Your Audience*. Cary, NC: CreateSpace, 2015.

[Order](#) at Amazon.com.



* Hoffer, Alan and Phelps, Stan. *Silver Goldfish: Loud & Clear: The 10 Keys to Delivering Memorable Business Presentations*. Cary, NC: CreateSpace, 2020.

[Order](#) at Amazon.com.



Communications/Presenting

Atkinson, Cliff. *Beyond Bullet Points: Using Microsoft Office PowerPoint 2007 to Create Presentations That Inform, Motivate, and Inspire*. Redmond, WA: Microsoft Press, 2007.

Decker, Bert. *You've Got to Be Believed to Be Heard, Updated Edition: The Complete Book of Speaking . . . in Business and in Life!*. New York: St. Martin's Press, 2008.

Fugere, Brian, Chelsea Hardaway, and Jon Warshawsky. *Why Business People Speak Like Idiots: A Bullfighter's Guide*. New York City: Free Press, 2005.

Gallo, Carmine. *10 Simple Secrets of the World's Greatest Business Communicators (10 Simple Secrets)*. Naperville, IL: Sourcebooks, Inc., 2006.

* Heath, Chip, and Dan Heath. *Made to Stick: Why Some Ideas Survive and Others Die*. New York: Random House, 2007.

Humes, James C.. *Speak Like Churchill, Stand Like Lincoln: 21 Powerful Secrets of History's Greatest Speakers*. New York: Three Rivers Press, 2002.

Morgan, Nick. *Give Your Speech, Change the World: How to Move Your Audience to Action*. New York: Harvard Business School Press, 2005.

Stolovitch, Harold. *Telling Ain't Training*. Alexandria: ASTD, 2002.

Weissman, Jerry. *Presenting to Win: The Art of Telling Your Story*. Alexandria, VA: Prentice Hall, 2006.

Creating visuals

Altman, Rick. *Why Most PowerPoint Presentations Suck*. New York: Harvest Books, 2007.

Duarte, Nancy. *slide:ology: The Art and Science of Creating Great Presentations*. Sebastopol: O'Reilly Media, Inc., 2015.

Kosslyn, Stephen M.. *Clear and to the Point: 8 Psychological Principles for Compelling PowerPoint Presentations*. New York: Oxford University Press, USA, 2007.

Medina, John. *Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School (Book & DVD)*. Chicago: Pear Press, 2015.

Reynolds, Garr. *Presentation Zen: Simple Ideas on Presentation Design and Delivery (Voices That Matter)*. Berkeley, CA: New Riders Press, 2015.

Roam, Dan. *The Back of the Napkin: Solving Problems and Selling Ideas with Pictures*. Ottawa: Portfolio Hardcover, 2015.

Business / Success

Carnegie, Dale. *How to Win Friends & Influence People*. New York: Pocket, 1998.

Collins, Jim. *Good to Great: Why Some Companies Make the Leap... and Others Don't*. London: Collins, 2002.

Collins, Jim. *How The Mighty Fall: And Why Some Companies Never Give In*. New York: Harperbusiness, 2009.

Dubner, Stephen J., and Steven D. Levitt. *Freakonomics [Revised and Expanded]: A Rogue Economist Explores the Hidden Side of Everything*. New York: William Morrow, 2006.

* Dweck, Carol S. *Mindset*. London: Robinson, 2012.

Gladwell, Malcolm. *The Tipping Point: How Little Things Can Make a Big Difference*. New York: Back Bay Books, 2002.

Gladwell, Malcolm. *Blink: The Power of Thinking Without Thinking*. New York: Back Bay Books, 2007.

Godin, Seth. *The Dip: A Little Book That Teaches You When to Quit (and When to Stick)*. Ottawa: Portfolio Hardcover, 2007.

Heath, Chip, and Dan Heath. *Switch: How to Change Things When Change Is Hard*. New York: Broadway Business, 2010.

* Lemov, Doug, and Erica Woolway. *Practice Perfect: 42 rules for getting better at getting better*. San Francisco, Jossey-Bass, 2012.

Maxwell, John C. *21 Irrefutable Laws of Leadership*. Waco, TX: Thomas Nelson, 2008.

Pressfield, Scott. *The War of Art*. New York, NY: Hachette Book Group USA, 2002.

Speaking Professionally

*Hoffler, Alan (2018, November 1) *How Can I Become a Professional Speaker?* [Blog post]. Retrieved from <http://www.millswyck.com/2018/11/01/how-can-i-become-a-professional-speaker/>

Atkinson, Jane. *The Wealthy Speaker 2.0*. Canada: Green Onion Publishing, 2012.

Atkinson, Jane. *The Wealthy Speaker Workbook and Planning Guide*. Canada: Green Onion Publishing, 2010.

Bruce, Benji. *Speaking Pro: Build A Speaking Business from Scratch and Get Paid Speaking Gigs*. Las Vegas, Nevada: Amazon Digital Services LLC, 2014.

Snyder, Kevin C. *How to Become A Professional Speaker: PAID to SPEAK!* Durham, NC: Write Way Publishing Company, 2015.

* Significant insight from these books contribute to the content/methods in our workshops.