



Creating Personal Presence: Look, Talk, Think, and Act Like a Leader

Dianna Booher

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Personal presence is difficult to define but easy to recognize. People with presence carry themselves in a way that turns heads. When they talk, people listen. When they ask, people answer. When they lead, people follow. Personal presence can help you get a date, a mate, a job, or a sale. It can help you lead a meeting, a movement, or an organization.

Presence is not something you're born with—anyone can learn these skills, habits, and traits. Award-winning speaker and consultant Dianna Booher shows how to master dozens of small and significant things that work together to convey presence. She details how body language, manners, and even your surroundings enhance credibility and build rapport. You'll learn to use voice and language to demonstrate competence, deliver clear and memorable messages, and master emotions. You'll learn to think strategically, organize ideas coherently, and convey to others genuine interest, integrity, respect, and reliability.

Take her self-assessment to measure your progress. With Dianna Booher's expert, entertaining advice, you can have the same kind of influence as the most successful CEOs, celebrities, and civic leaders.

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