

SURVIVAL SPEECH

Critical Communication Skills For The Way Things Are Now
www.SurvivalSpeech.com

Intro:

HERE'S THE GUY WHO TRAINS TALK RADIO TO TALK.

MEDIA CONSULTANT HOLLAND COOKE HAS A 40+ YEAR BROADCASTING RESUME, AND HE ADVISES STATIONS LIKE THE ONE YOU'RE LISTENING TO, AND HE COACHES PEOPLE LIKE ME; AND HE PUBLISHES A MONTHLY NEWSLETTER FOR BROADCASTERS AND PODCASTERS.

HOLLAND IS ALSO A FREQUENT GUEST ON MSNBC'S "THE ED SHOW."

AT SURVIVAL SPEECH DOT COM, HE'S BLOGGING SPECIFIC ADVICE FOR MAKING THE-DOZENS-OF-CONVERSATIONS-YOU'LL-HAVE EACH DAY MORE EFFECTIVE.

FAQ:

- What do you mean by "Survival Speech?"
- So much of what-passes-for "conversation" these days is non-verbal and hi-tech. We use (and abuse) Email, voicemail, texting, and Tweeting. What are some Do's-and-Don'ts?
- We're all negotiating, in various ways, every day. How does "Survival Speech" apply?
- For politicians, speech is LITERALLY a survival issue. Which prominent political figures are particularly effective speakers?
- In this economy, so many people are seeking so few job openings. What can an applicant do to stand-out from the-rest-of the cattle call?
- Common mistakes to avoid?