

## Wider Benefits—

### It's **more** than giving a presentation

One of our recent attendees said, "Mike, this can help me in so many ways. It helps me understand my audience and how I communicate with them, REALLY communicate".

So I began to think, "How could I communicate this to my Clients and Prospects?" Voila, **THE PRESENTER**.

This will be a quarterly publication to keep you in touch with all our great new and innovative ideas to help you prepare and communicate your message. And presenting, in the formal sense, is just one way you do this.

Going for an interview, a telephone call, a face-to-face one-on-one meeting, a small group, or that career making formal presentation, they all NEED Presentation Skills of the highest professional level if you're going to be number one! "But I could never stand up in front of a group and give a presentation". How many times have you heard that? You might even think it. But ANYONE can

do it! You need just 2 ingredients. First, you must have the desire to do it. Then you need training. With the right training, ANYONE can do it.

The Eagle doesn't "wing it". It soars, prepares and then goes for the kill! Guess what? Presenting is very similar. You MUST prepare and Bayly Presentations has a set of workshops that will fit your current level and take you to the level you want to get to. It's amazing the difference it can make. Go to our website for all the latest details on our Programs & Products—all designed to develop your hidden talents to the full.

"But I'm so busy I can't spare the time". Then buy our audiotope of The **STARTER KIT** seminar and



*Bayly Presentations uses the eagle to symbolize their slogan, "SOAR above the crowds"*

listen to it on your commute. You'll soon change your mind and want more!

In the business world of today, you need to make your time really count. When you're a professional at presenting, yourself and your message, you'll be so much more productive. This is the best training you can invest in—YOURSELF.

Make sure it's YOUR presentation they remember!

## The **STARTER KIT** Seminars—Great Success

With a number of seminars very successfully performed, The **STARTER KIT** is now a regular monthly seminar and Mike Bayly has established Bayly Presentations as a highly professional provider of Presentation Skills Training.

The **STARTER KIT**, as the name implies, is a great introduction to all the skills of preparing and delivering a Dynamic

Presentation. But our attendees tell us, The **STARTER KIT** also provides them with much more than Presentation Skills. It's the amalgam that binds all their sales skills together to make them more effective. Whether on the phone, a one-on-one meeting or a group session, The **STARTER KIT** teaches them a range of personal skills that gives them the ADVANTAGE.

Check out our website for details of upcoming monthly seminars—through July and August they're on special offer at just \$49. Can't wait? Buy the Audiotope and Book of Slides on the website PRODUCTS page. CD-ROM coming soon! We also plan online availability of this great seminar. Send us an email if you would like to be advised. info@baylypresentations.com

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### Special points of interest:

- It's so much more than presenting
- More Programs added
- New Products launched
- Great value training
- Our clients love us!
- Practice, Practice!

## The **ELEVATOR** New 1-Day Workshop Launched

When time is really precious but you've decided the time is right to get those Presentation Skills you always knew you needed, the new **ELEVATOR** hands –on workshop from Bayly Presentations is designed to give you a fast lift in your skills to a new level.

Our **STARTER KIT** seminar (see previous story) shows you HOW, but only when YOU do it, do you REALLY learn.

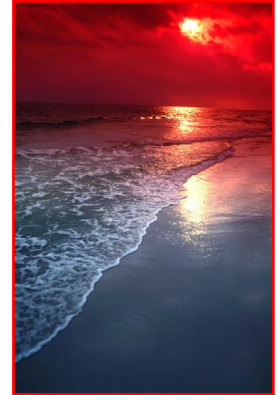
Now, responding to feedback from our customers, we are introducing a great 1-day workshop that will help you “**SOAR above the crowds**”.

The workshop goes into greater depth than The **STARTER KIT** and includes techniques like brainstorming (yes you probably learned the 101 basics at high school or college), but we'll show you a really fast and amazingly simple technique which, when combined with *mindmapping*, will get your presentation past the planning stage in under 30 minutes! Now that's a great investment!

Did you know that just preparing your presentation is only part of your preparation? There's the venue and yourself as well. And even when you're prepared there's all the skills of delivery.

How do you really **communicate** with your audience? How do you keep their **attention**? And that awkward question? Have you ever been floored and lost the order because you didn't handle that awkward question? This workshop shows you ways you can handle them and come out winning!

A picture is worth a million words! What does the picture on the right mean to you? Now ask a colleague. Did you both have the same meaning? I'll bet not! And that was a picture! Now try it with words. Using graphics and pictures helps



convey your message much more clearly. Learn the tricks on The **ELEVATOR**. See our website for details.

## What recent seminar customers say!

*“You are great. The presentation package is a wonderful resource aid”.*

Recently I had a lady contact me in a panic. She had to give a workshop in under 2 weeks time and needed help. She couldn't wait for one of my seminars or workshops so she bought The **STARTER KIT** Book of Slides and Audiotape (see next page). After her successful workshop she emailed me with “Thank you. Thank you. Thank you. Your Presentation Package provided me with the foundation for the organization and delivery. The attendees loved! As a result, the

organization is contracting with me on an on-going basis. You are great. The presentation package is a wonderful resource aid”.

And just a selection of others:

“Clean focused subject matter”.

“Complete control, yet relaxed atmosphere”.

“Upbeat, personal attitude”.

“Good amount of information I can begin using TODAY”.

“Very professional”.

“Great interaction and energy”.

“Mike Bayly, your sincerity, fun and generosity in sharing your knowledge is greatly appreciated”.

We could go on but modesty stops us!

Come and see for yourself. Make a great investment in yourself. Get that training you always promised yourself. It couldn't be a better time. Check out our website for all the latest details. And remember, “Practice, Practice, Practice”.



## WebHints™ Launched

As a service to our many customers, we have launched our new **WebHints™** as a simple way to build up a set of notes on the many aspects of how to prepare and deliver a dynamic presentation.

The first one already available for downloading from our website (go to the **PRODUCTS** page and select **WebHints™**), is on Language and Non-Words. [You will need the FREE Adobe

Acrobat Reader (4.0 or higher), but if you haven't already got it on your computer we provide a handy link so that you can quickly download it]. How many times have you heard a presentation where the presenter adds “errs, ums Oks and likes”? “I'll bet it wasn't the message you remembered!”, says Mike Bayly. Take a look at the new **WebHints™** and find out how to overcome this.

**EP BAYLY PRESENTATIONS**  
BY THE WAY... THE PRESENTER™

**WEBHINTS™ #1**

HINTS & TIPS ON GIVING DYNAMIC PRESENTATIONS

Communication Skills – Language and non-words

<p><b>THE "UM" FACTOR:</b> Have you ever been told, "Presentation and content are the "UM" of the speaker?" You shouldn't be. You want to be the speaker who is confident, clear, and concise. You want to be the speaker who is "UM" free.</p> <p>To have you in control each time, you need to know your presentation in and out. Know the "UM" of your presentation in and out.</p> <p><b>NOT THE MESSAGE OF THE PERSON:</b> How does the really audience hear you? How many people are listening to you? How many people are not listening to you? How many people are not listening to you?</p> <p><b>USE THE "UM" OF YOUR PRESENTATION:</b> Use the "UM" of your presentation to your advantage. Use the "UM" of your presentation to your advantage. Use the "UM" of your presentation to your advantage.</p> <p><b>USE THE "UM" OF YOUR PRESENTATION:</b> Use the "UM" of your presentation to your advantage. Use the "UM" of your presentation to your advantage. Use the "UM" of your presentation to your advantage.</p>	<p><b>USE LANGUAGE:</b> Use language to your advantage. Use language to your advantage. Use language to your advantage.</p> <p><b>USE LANGUAGE:</b> Use language to your advantage. Use language to your advantage. Use language to your advantage.</p> <p><b>USE LANGUAGE:</b> Use language to your advantage. Use language to your advantage. Use language to your advantage.</p> <p><b>USE LANGUAGE:</b> Use language to your advantage. Use language to your advantage. Use language to your advantage.</p> <p><b>USE LANGUAGE:</b> Use language to your advantage. Use language to your advantage. Use language to your advantage.</p>
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Visit us regularly for more WebHints™ on giving DYNAMIC Presentations. We hold regular Courses and Seminars that give you all the secrets of Giving a Great Presentation!

Visit our website at [www.baylypresentations.com](http://www.baylypresentations.com) for details and products to buy to help you...  
SOAR above the crowds and make sure it's YOUR presentation they remember!

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## New Products and eCommerce on our website

Make it easy for your customers to do business with you! We've made the investment into eCommerce so that you quickly order the information & products you need from us when you want them.

Sometimes, getting to one our **STARTER KIT** seminars is not always easy or economic, so we're bringing it to you. The first products are now available: The Book of Slides and the Audiotape allow you to go through the seminar at your own pace and in the comfort of your own location just when you want to. We're trying to get a CD-ROM produced but so far the

gurus at Microsoft® have been unable to come up with a satisfactory solution. But we will persevere. AND, we also plan to have it for direct viewing from our website. If you're interested in either of these products drop us an email so that we can gauge demand and allocate resource accordingly.

The **STARTER KIT** is a great introduction / refresher into most of the skills you need to prepare and deliver a really dynamic presentation that your audience will remember and act on (isn't that the main purpose of giving the presentation in the first place?)

What other products would you like to see available that will help you produce and deliver great presentations? Email or call us and we'll do our best to get them to you, FAST!

Are you a customer and need some help with your upcoming presentation? Call or send an email and we'll try and help. Just part of our personalized service.

We want you to make www.



*Easy to navigate Website page headings*

baylypresentations.com your first choice for Presentations HELP!

## The **EXPERIENCE**, for the aspiring professional

Mike Bayly gave his first presentation (that he can remember) back in 1979. He read every word from a script! It went on for 2 hours and most of the audience was asleep, not that he could see them as he was using a 35mm projector and the auditorium needed to be in darkness. Determined this would never happen to him again, he got training and then developed his own unique style over hundreds of presentations.

Now you can learn all those REAL-WORLD tricks in a great 2-day totally hands-on "you're gonna do this" unique style workshop—The **EXPERIENCE**.

Do you have to give presentations on technical subjects to non-technical people? Learn how to "bridge the gap".

We use video so that you can see when you do it really well and when you need to work more on a skill. With the blend

of tuition and hands-on, you soon understand how to stay calm. Your audience will appreciate you. (They have to sit through too many awful presentations!) You'll win the day! Your confidence will expand. Your career will take on a new level and who knows what will flow from that?

If the best want to become professionals, get The **EXPERIENCE** from Mike Bayly at Bayly Presentations.

*Mike's "you're gonna do this" unique style gives you the REAL-WORLD tricks for great dynamic presentations.*

## **Just for You**—when it needs to be Personal

You're the CEO, Director or other very busy and committed individual who has to give presentations but knows they need some help in learning and polishing all the tricks and skills, but doing it with others just isn't your scene? After all, leaders, like eagles, fly alone. So what better way to get those much needed skills than with our **Just for You**, totally personalized training?

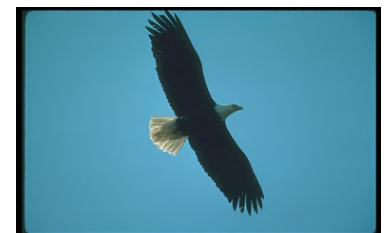
Mike Bayly will train you, wherever and whenever! Name your place and time and we'll quote you. We use elements from all our training programs to give you what YOU need to become the professional. Learn how to control that fear that EVERYONE gets before "going on". Mark Twain said "There are two types of Presenters. Those that are nervous. And those that are liars!" So you're in great company! I show you some

really great techniques to overcome this fear.

How long to prepare that presentation? I'll show you how you can outline in less than 30 minutes!

You can read and watch others all you like. The REAL learning happens when YOU do it! SAFELY. And in private.

**Just for You** could be just right for you!




*"Leaders are like eagles. They fly alone".*



**Bayly Presentations, LLC**  
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 **BAYLY**  
**PRESENTATIONS**  
 WE GIVE YOU THE ADVANTAGE <sup>SM</sup>

**On the web at:**  
[www.baylypresentations.com](http://www.baylypresentations.com)

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Bayly Presentations was formed in early 2001 by Mike Bayly after a long career in the Wireless industry spanning 4 decades. From engineering, through sales and marketing, Mike amassed a set of unique skills in presentations that made him a well recognized professional. With hundreds of presentations at all levels to his credit, Mike has put together a novel group of training programs to satisfy all skill levels from the “never done it before” to the highest level. By having such a wealth of experience in the REAL world, his programs are not theory. They WORK. And now you can get the benefits and learn all the tricks.

Bayly Presentations **ONLY** trains in presentation skills. So we can be the best to make YOU the best. We believe **everyone** has a talent for presenting and our mission is to make YOU capable of presenting to your maximum potential.

We have a unique “Skills Back” guarantee. If you don’t like your new skills you can have the old ones back! To date, we haven’t had to!

## Organizing a Company or Association meeting?

Trying to fill a 90 minute inspirational slot? The **STARTER KIT** is a really great way to give your group an unfair **ADVANTAGE!**

Of all the sales training you could invest in, Presentation Skills bridges all the other sales skills and binds them together to create a truly professional individual.

You might be the greatest closer or negotiating is your great strength but if you can’t convey your message clearly and concisely, guess what? A competitor is going to beat you! In today’s highly competitive environment you cannot afford that. It costs too much to get in front of a prospect or customer. Make sure that your time counts and you get your result.

So many times I hear of people who “wing” their presentation. And why? They really don’t know how to put it all together.

Now you can get really great training at a group rate with The **STARTER KIT** from Bayly Presentations. Pick up the phone. Email. Fax. Call by. Go to the contact page on our website. We make it easy to contact us.

See what they’re saying about The **STARTER KIT** seminar on page 2.

Take any of our other Programs for your organization and pocket the group savings and improvements in your company’s performance.

Many companies had their own in-house training. Now with the

economy becoming tighter, it makes sense to use an outside source. You’ll also get a fresh view and often, better employee reaction, from an outside organization. With recent REAL-WORLD experience to back him, Mike Bayly brings a great style of presenting to your organization that can make your people “**SOAR above the crowds**”.

And when you’ve had your training, what so often happens? You don’t practice. You slip back into your old ways. PLEASE, don’t do this. It takes discipline and determination. Take pride in your new YOU! Your Customers, Prospects and Colleagues certainly will!



Mike Bayly, Founder and President of Bayly Presentations