

"If you don't have something to say, then don't say anything. Joel Schwartzberg takes that simple edict and turns it into a manifesto for giving talks that make a difference." —SETH GODIN, AUTHOR OF *LINGSTON: ARE YOU INDISPENSABLE?*

## Get to the Point!

*Sharpen Your Message and Make Your Words Matter*

JOEL SCHWARTZBERG



**TITLE:**

**Get to the Point!**

**AUTHOR:**

**Joel Schwartzberg**

**READ BY:**

**Jeff Hoyt**

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## Get to the Point!

by Joel Schwartzberg

Read by Jeff Hoyt

### Learn to develop a point step by step.

Every time you communicate, you're doing it for a reason: you want someone to understand something, do something, or change something. You're trying to make a point. But the only way to make a point is to have a point—and the surprising truth is that very few communicators have one. In this concise and practical book, Joel Schwartzberg draws on his decades of experience as both a professional public-presentation coach and a strategic communication professional to train you how to identify your point, elevate it, stick to it, and sell it. His point-making insights apply to communications of all kinds, including speeches, emails, PowerPoint presentations, staff meetings, conference panels, and performance reviews. Schwartzberg's fresh approach also conquers common communication challenges like rambling, irrelevance, uptalk, slow starts, and the debilitating fear of presenting in public. He shows you how to go from simply sharing a thought to making a difference.

### AUTHOR

Joel Schwartzberg is the senior director of strategic and executive communications for the American Society for the Prevention of Cruelty to Animals. A former public speaking champion, he has been teaching his clients public presentation skills for over a decade. An award-winning author, his work has appeared in *The New York Times Magazine*, *Newsweek*, the *New York Daily News*, and the *New York Post* as well as the anthologies *Chicken Soup for the Soul* and *The Good Men Project*.

### READ BY

Jeff Hoyt has spent over twenty years working as a voiceover artist. In addition to that work, he writes a column for an alternative northwest newspaper, performs the occasional commentary for NPR, hosts a semi-regular Internet radio show and podcast, and assists Vashon Island's all-volunteer radio station in its quest for an over-the-air FCC license.