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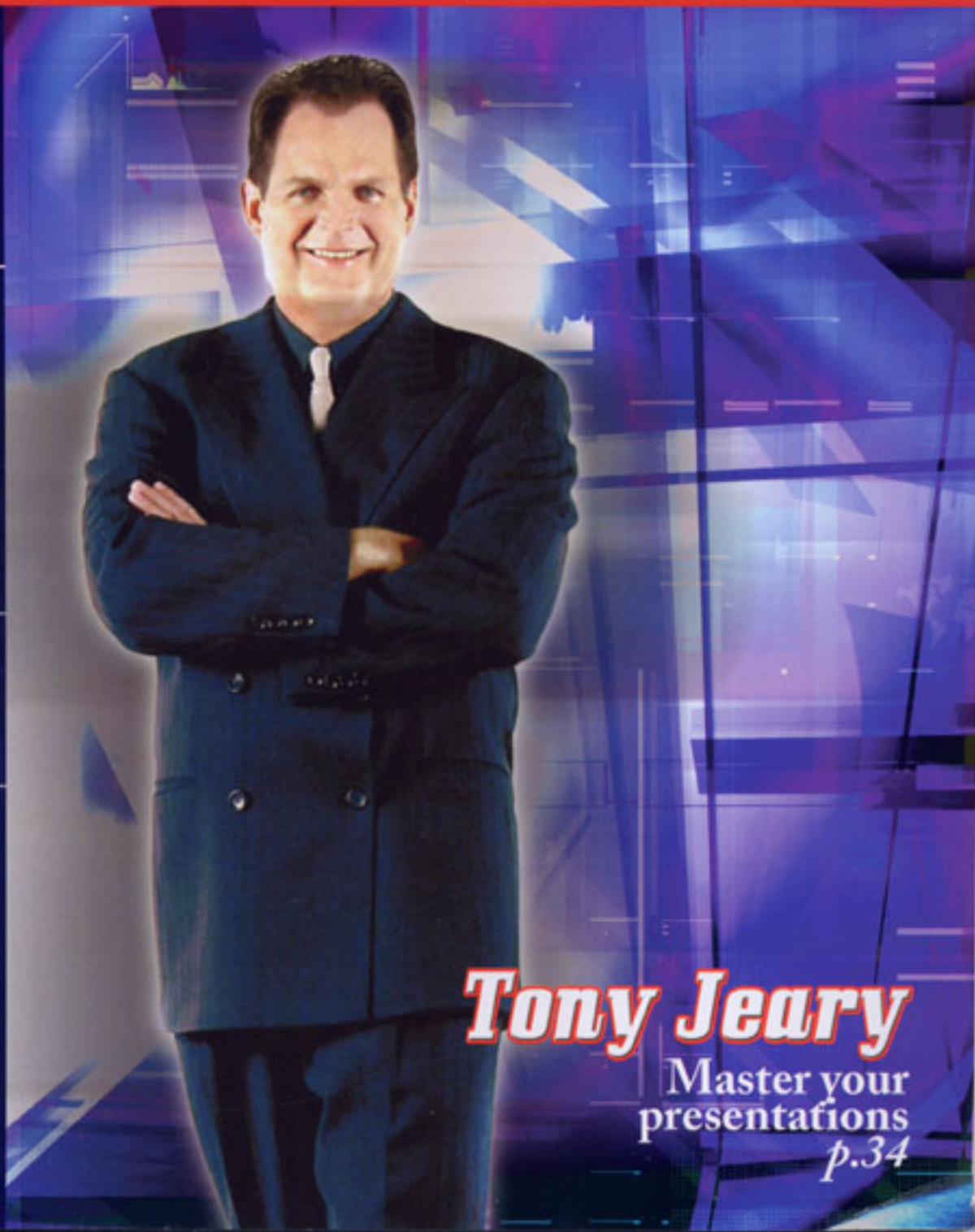
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MASTER YOUR PRESENTATIONS



Why does corporate America fly their private jets to Tony Jeary's Success Acceleration Studio? Because top-level executives and CEOs realize that the difference between "good" and "great" presentation skills can exponentially affect their levels of success, personally and professionally. These influences no longer wish to dwell in the land of good - they seek to be among the great.

Known as Mr. Presentation™, Jeary helps individuals and organizations effectively execute and achieve results through both presentation mastery and strategic effectiveness. He personally coaches the presidents and CEOs of Fortune 500 corporations such as Sam's Club, Wal-Mart, Ford Motor Company and New York Life.

Jeary has spent the last two decades studying the distinctions that make an impact when a person presents well - and when whole organizations communicate well. In the early '90s he began building a tier two training company that supported many of America's largest organizations. His corporation grew to include offices in Los Angeles, Detroit, Dallas and Taiwan, and helped behind the scenes with companies like OmniCom, Bozell, BBD&O and many other large communication and advertising agencies.

Jeary began publishing his works in 1995, with the launch of *Inspire Any Audience*. This book, in its fifth printing, has been translated into more than a dozen languages and is the basis for a training course with Zig Ziglar.

Today he manages two organizations - Tony Jeary High Performance Resources and Tony Jeary International. The first is a partnership that owns and manages Jeary's published intellectual property (books, training titles, CDs and Mr. Presentation Wizard software). The second organization manages Jeary's personal engagements that primarily include keynote addresses, executive coaching and strategic planning sessions.

A client for many years - Tom Grimm, former president and CEO of SAM'S Club, a division of Wal-Mart Stores, Inc.,

said, "I'm not only impressed with your coaching skills, but more importantly I am convinced that with your help and support my team and I are now better able to communicate the value of our business with our associates, stock holders and analysts."

For stock value to be maximized, top executives must present, well period.

Everyone, especially top executives, whether presenting to a conference of thousands, a group of shareholders or a set of board of directors – must approach their task in a state of preparedness, must know their audience, must make others want to listen to them and must then be responsive to their audience. Jeary's book, *Speaking From the Top – How to Move People and Markets*, has touched many top executives around the nation for years and has hence touched many millions of corporate America as well as affected many public companies.

His latest book, *Life Is a Series of Presentations* (Simon & Schuster, 2004), is the culmination of the past 15 years of Jeary's work -- studying and helping others put into practice the techniques for making great presentations, including coaching dozens of top-level executives. With the help of his co-authors, Kim Dower and Joel Fishman, Jeary teaches that while the differences between a good and bad presentation may seem intangible, many of them can in fact be quantified.

The people making the decisions at America's most influential corporations know this, and visit Jeary's Studio (a half-million dollar mock stage and mock boardroom) to spend the day learning ways to move closer to presentation mastery, and thereby accelerate both their own and their organization's success.

Getting your message across so people are inspired and want to listen makes a BIG difference and pays huge dividends. Making great presentations sounds simple, so why don't more folks achieve great presentation results? It turns out that most people don't know the eight essential practices of successful presenters.

8 ESSENTIAL PRACTICES OF SUCCESSFUL PRESENTERS

Involve Your Audience: When presenting to medium-sized or larger groups, make sure you involve and engage them. Ask questions, have them write something down, have them talk to each other.

Prepare Your Audience: Remember, most audiences spend the first three minutes of the presentation sizing up the presenter. A basic and often overlooked element of working with groups is simply connecting with your audience before you begin. Warm a few people up and warm yourself up, too.

Research Your Presentation Arsenal: Build and utilize a presentation arsenal. Your arsenal should include: quotes, stories, samples, examples and even statistics. Save them mentally, in hard copy form or on your computer.

Explain the "Why": The single most powerful thing you can do to convince your audience of something is to provide a convincing reason why they should do what you suggest.

State Management: The mental state of the successful presenter absolutely must be congruent with the message being delivered. All the techniques you use to get yourself in the proper state can also be used to influence your audience's state of mind.

Eliminate Unknowns and Turn Them Into Knowns: The more you investigate all components, the more confident you will be. Strong preparation takes the unknowns to knowns, and reduces nervousness.

Know Your Audience: Before your presentation, research your audience and plan to address their needs.

Tailor Your Presentation for the Audience: Be flexible and ready to adjust to your audience so they really hear your message.

Remember, life is a series of presentations. We make presentations daily not just in business but personally - to our wife or husband, our children,

people on the telephone, people we live by; everyone we come in contact with becomes a form of presentation. In the business world, Jeary says there are 10 presentations types: speeches, meetings, sales presentations, media, seminars, training, one-on-ones, branding, facilitation and even e-presentations. The effectiveness you hold in presentations greatly impacts your organization, your career, your confidence, your respect, your credibility and most importantly, your success in life.

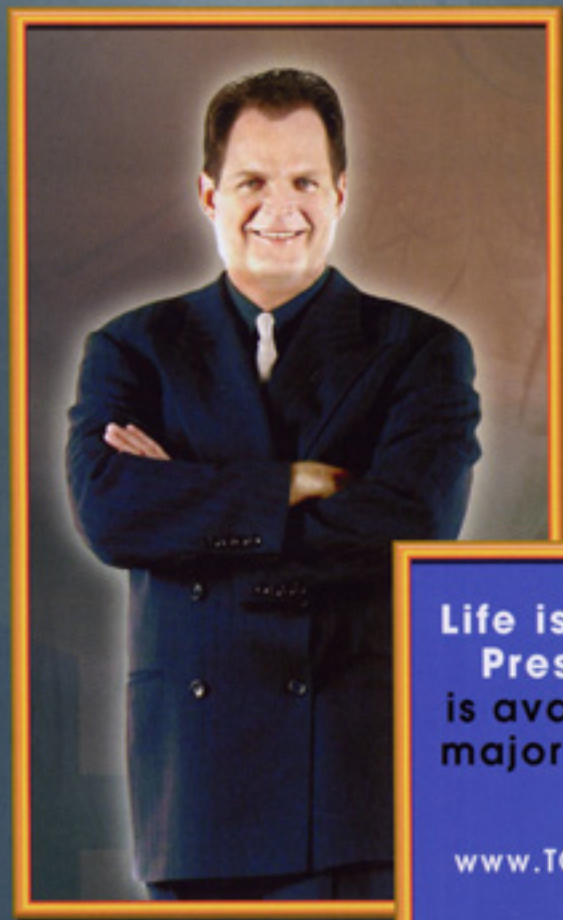
10 presentations types:

- Speeches
- Meetings
- Sales Presentations
- Media
- Seminars
- Training
- One-on-Ones
- Branding
- Facilitation
- e-Presentations (email)

Jeary's new book can show you how to move toward presentation mastery. Life is a Series of Presentations is available at all major bookstores. Visit www.tonyjeary.com or call 877-2-INSPIRE to inquire about what he and his organization can do for you.



How to Inspire, Inform and Influence Anyone, Anytime, Anywhere



Life Is a Series of Presentations will teach you that, while the differences between a good and bad presentation may seem intangible, many of them can in fact be quantified. For example, all people – whether presenting to a conference or to their spouse – must be prepared, must know their audience, must make others want to listen to them and must then be responsive to their audience.

Life is a Series of Presentations is available at all major bookstores.

Visit
www.TONYJEARY.com
or call
877-2-INSPIRE
to inquire about what
he and his organization
can do for you.

Dramatically improve your ability to effectively communicate your ideas to individuals or to groups of any size in both your business and personal life. Grow confidence, gain credibility, enhance respect, advance your career, grow your leadership abilities, execute more effectively and drive results faster with clearer cascaded messages that inspire people to take action.

Life really is a series of presentations. The better those presentations are, the better your life will be.

This book will teach you:

- The difference between a great presenter and a good one
- What the psychology of compliance says about how we persuade people
- The importance of sensory acuity to get the results you want
- The impact of mastery and how to define your presentation universe
- The #1 question most presenters forget to ask themselves
- To involve and engage your audience for maximum buy-in
- To tailor presentations to keep your audience focused

