



**Suggested Questions for Ed Barks**  
**Author of *The Truth About Public Speaking***

- ⇒ Ed, your book is titled, *The Truth About Public Speaking: The Three Keys to Great Presentations*. Okay, what is the truth about public speaking?
- ⇒ What is the one area where, in your experience, most people fall short when they speak in public?
- ⇒ Aren't there already a lot of books about public speaking? Why did you decide to add to the pile?
- ⇒ Nearly everyone I know fears getting up in front of a crowd and delivering a presentation. Did your research tell you anything about why so many of us are so afraid?
- ⇒ You include a foreword from former Senate Majority Leader George Mitchell. How did that come about?
- ⇒ I've asked a lot of authors about their motivation for writing a book. I'm curious – what was yours?
- ⇒ What do you do when you're not writing?
- ⇒ Let's boil it down. What is the single most important piece of advice you want your readers to take away?
- ⇒ Are there specific steps you recommend for someone who might be a bit timid about speaking in front of a group of co-workers or – gasp – the boss?
- ⇒ Give me a few more details about the Three Keys to Great Presentations. That is, after all, the subtitle of your book.
- ⇒ Two areas I read of with interest in *The Truth About Public Speaking* were assessing feedback and lifelong learning. Frankly, I haven't noticed these mentioned in other books about public speaking. Why do you emphasize them?
- ⇒ You make it all sound so easy. Is speaking in public really that simple?
- ⇒ You travel all over the country coaching executives how to improve their public speaking skills. What is the most challenging situation you have dealt with?
- ⇒ Teaching people how to speak in public strikes me as a rather esoteric occupation. How did you fall into that profession?
- ⇒ Tell me about the reaction to *The Truth About Public Speaking*. Are you pleased with its reception in the marketplace so far?
- ⇒ Where can our listeners buy a copy of *The Truth About Public Speaking*?