

San Francisco, Book Tour

- Wednesday Dec 9th, 6:00pm
- 6:00pm – 8:00pm
- @ Adaptive Path: 363 Brannan Street, San Francisco, California 94107
- Beverages and snacks will be provided
- RSVP: <http://bit.ly/berkun-sf>

Webcast quality promise

1. I'm @berkun, but won't respond much right now
 2. There are 800 of you - can't serve you all at the same time
 3. I will answer all missed questions on blog by 5pm today
- www.scottberkun.com/blog

Hi. I'm Scott.

- Microsoft '94-2003, IE 1.0 to 5.0
- Now bestselling author
- 20-30 speaking engagements a year
- NPR, MSNBC, CNBC, colleges, corps, etc.
- Bestsellers:
 - Making things happen, (O'Reilly 2008)
 - The myths of Innovation, (O'Reilly, 2007)
- www.scottberkun.com
 - Blog, essays, videos & more

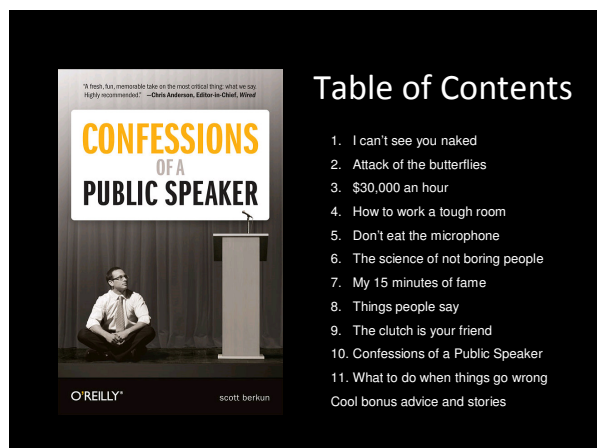
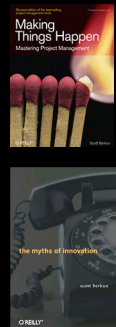


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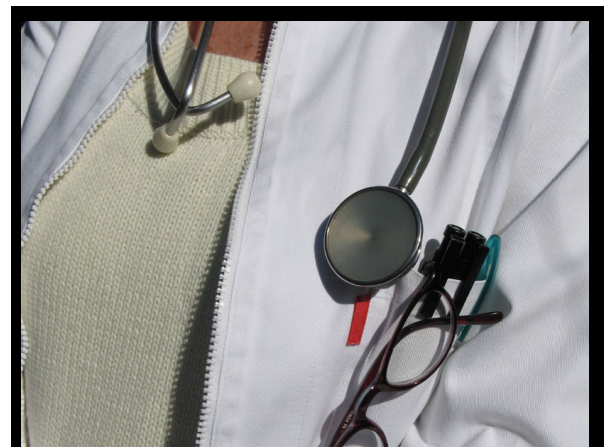
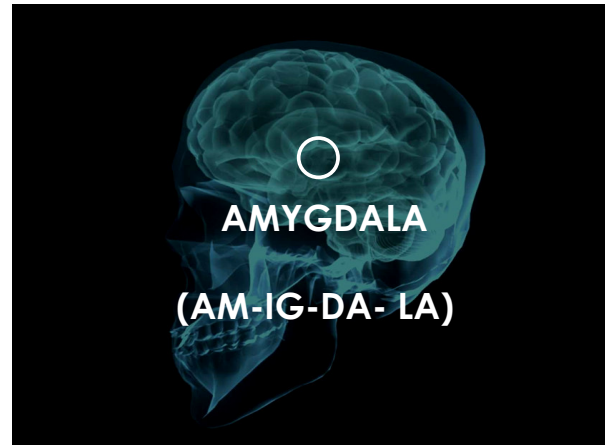
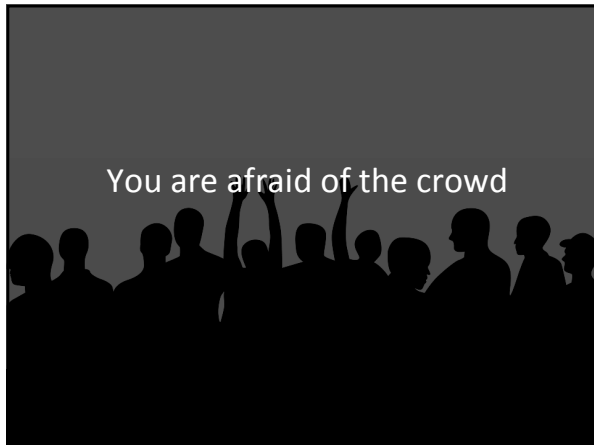
1. I can't see you naked
 2. Attack of the butterflies
 3. \$30,000 an hour
 4. How to work a tough room
 5. Don't eat the microphone
 6. The science of not boring people
 7. My 15 minutes of fame
 8. Things people say
 9. The clutch is your friend
 10. Confessions of a Public Speaker
 11. What to do when things go wrong
- Cool bonus advice and stories

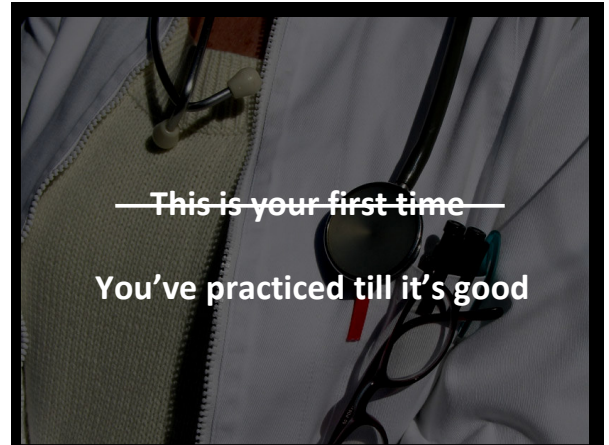
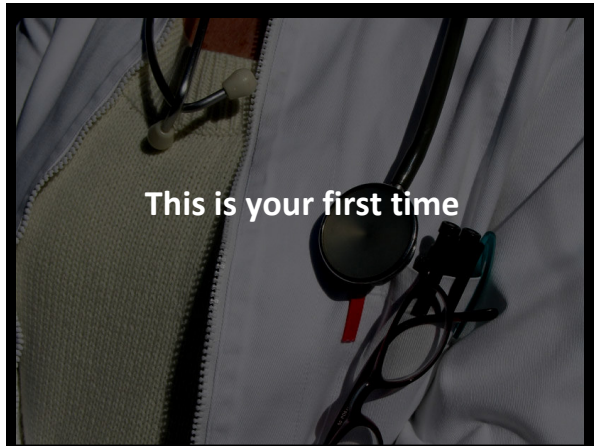
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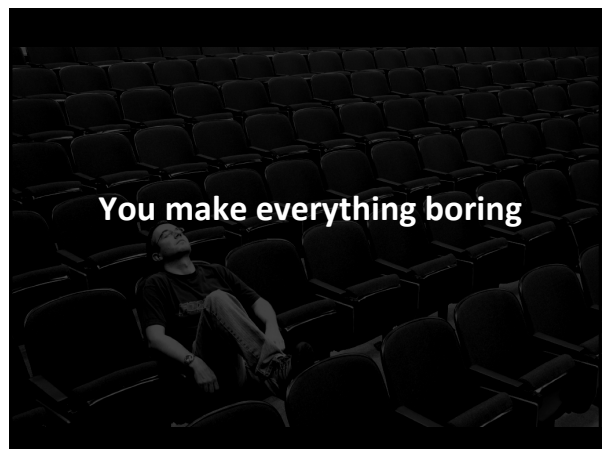
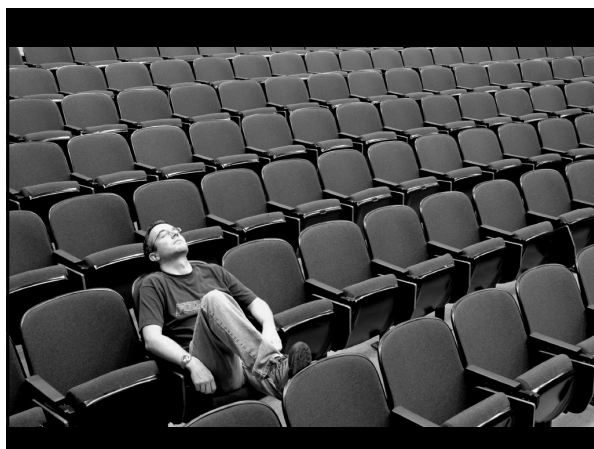
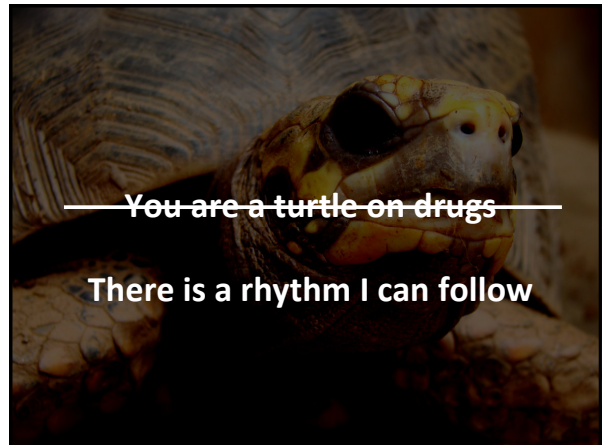
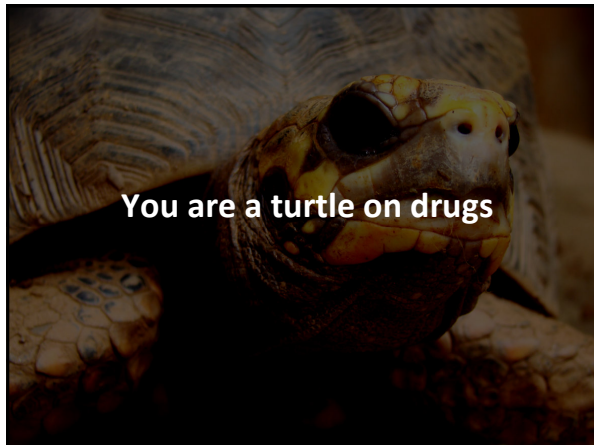
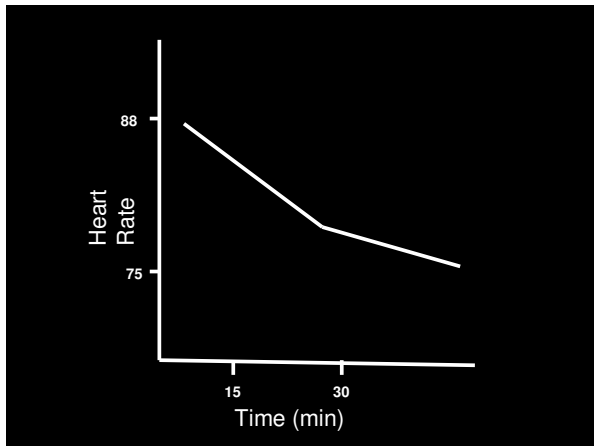


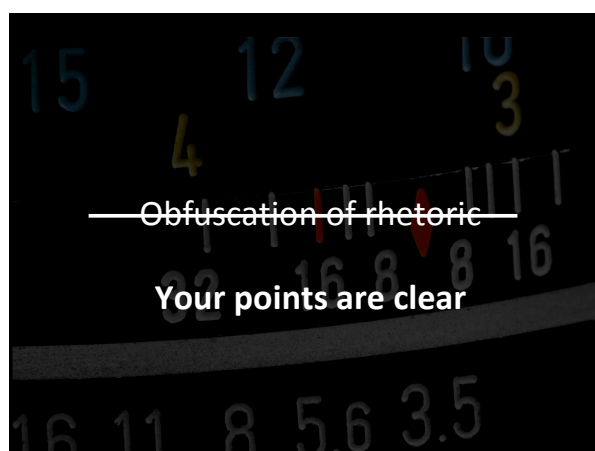
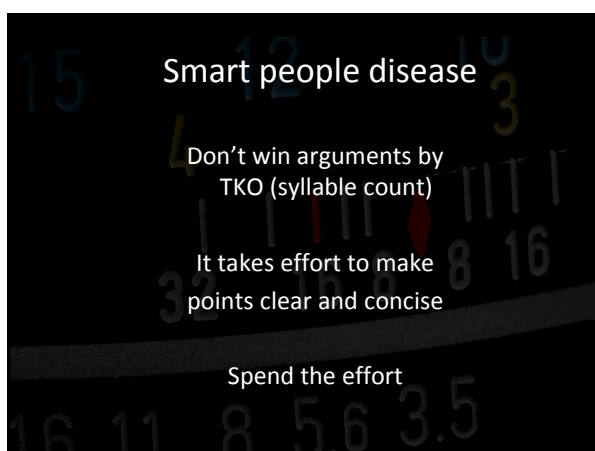
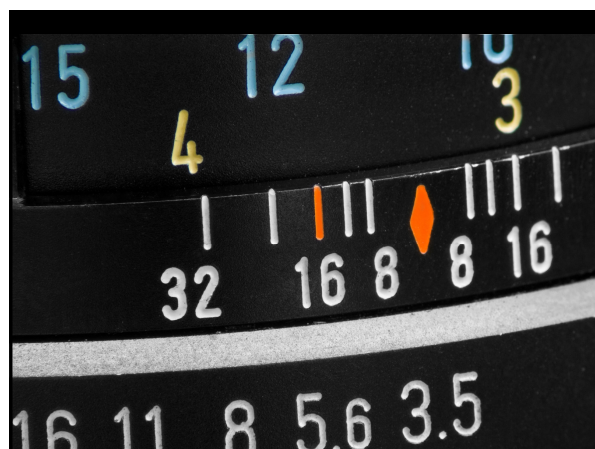
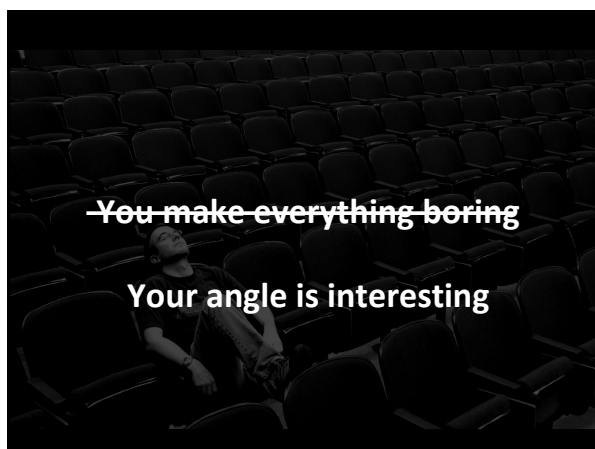
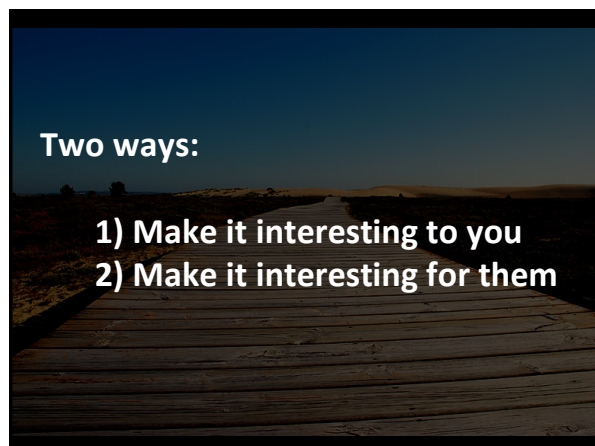
6 reasons for suckage

1. You are afraid of the crowd
2. This is your first time
3. You are a turtle on drugs
4. Obfuscation of fractured bilateral rhetoric
5. You make everything boring
6. Confused, visually evil slides



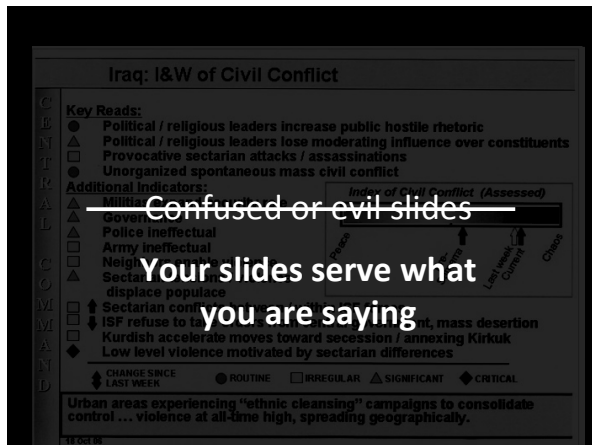
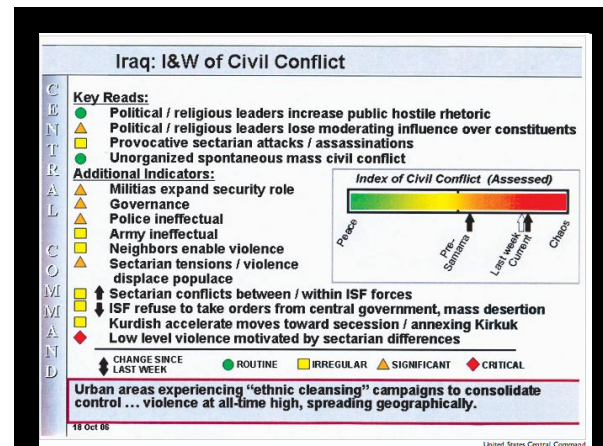






Something that sounds impressive

- A point about the impressive sounding thing
- A second point about the impressive thing
- Something you don't need but think you do
- Blah blah blah jargon blah something
- A point you're afraid you will forget
- A fact you made up but hope we won't notice
- Something that makes no sense but fills the page



6 reasons for badness

1. You are afraid of the crowd
2. This is your first time
3. You have the pacing of a turtle
4. Obfuscation of fractured bilateral rhetoric
5. You have made everything boring
6. Confused or evil slides

6 reasons for goodness

1. Eliminate issues you can control
2. You have practiced till it felt good
3. There is a rhythm I can follow
4. You have clarity in your points
5. The angle you take is interesting
6. The slides serve what you are saying

Common Questions

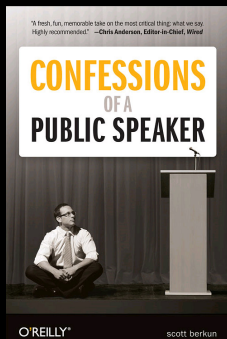
- What if I don't know the answer to a question?
- What if something explodes?
- How do I handle hecklers?
- How can the book help me get better?
- What is the worst thing that's happened to you? (Read the book to find out :)

Photo Credits

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Midsection - <http://www.sxc.hu/photo/723740>
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Skull - <http://www.sxc.hu/photo/880737>

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QUESTIONS?

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