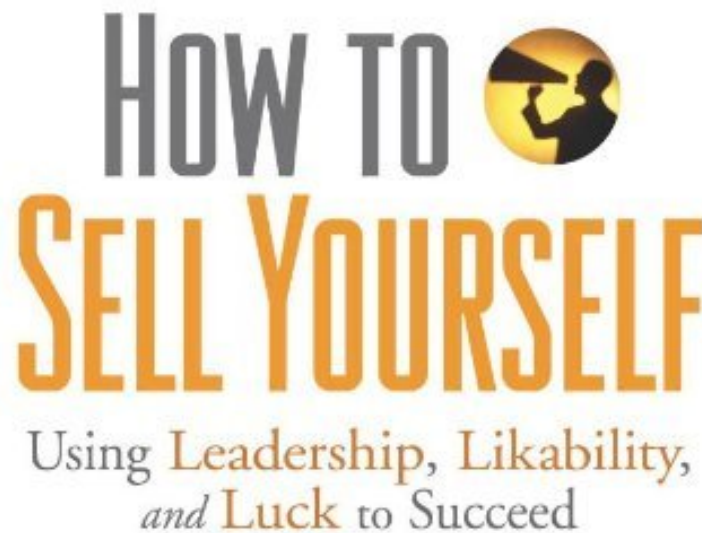
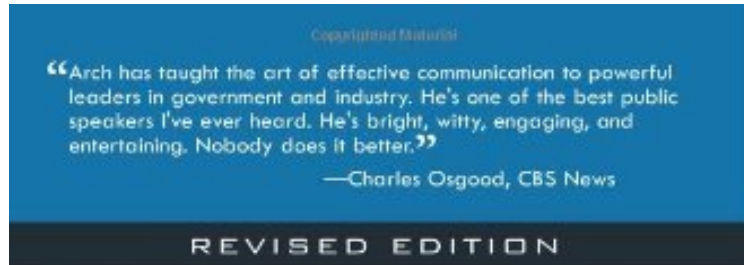


How to Sell Yourself, Revised Edition

Arch Lustberg

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Arch Lustberg : How to Sell Yourself, Revised Edition before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Sell Yourself, Revised Edition:

1 of 1 people found the following review helpful. Better as a reference manual By David George According to Arch Lustberg, every time you open your mouth, in order for the communication to happen, you have to sell yourself. If you don't sell yourself, communication is nearly impossible. If you do, your message will get across. When preparing your presentation, focus on the undecided. I thought this was interesting as he points out that we should only focus our presentation on those that have yet to make up their mind. The people on your side are already yours, and the ones that

aren't are probably not a certainty that they will come over to your views, even with a good presentation. The writer points out that there are four tools available to each of us: Your mind. Your face. Your body. Your voice. This book is not a difficult read in my opinion but should only be used as a point of reference when preparing for certain kinds of speeches. It covers just about every type of situation that could be viewed as a presentation. Mr. Lustberg has done a good job of analyzing every aspect of the physical transaction and I think he has valid points. I already knew most of the points that are mentioned but the book served as a good reminder of what is important and often perceived by the audience receiving the information. 0 of 0 people found the following review helpful. Likability Wins By Robert How to Sell Yourself Using Leadership, Likability and Luck to Succeed: Arch Lustberg Likability Wins. When you open up How to Sell Yourself Using Leadership, Likability and Luck to Succeed by Arch Lustberg one thing that strikes you is the many photos of the author. When you take a cursory look at the book, you may think, "oh, a self-satisfying book on how great the author is," type of book. But you would be `judging a book by its cover'. Mr. Lustberg has been in the industry of Sales and public speaking for generations and this book proves it. He spends much of the 255 pages reinforcing the mantra of "Likability Wins." And it does. Mr. Lustberg, in spite of the many photos of himself demonstrating facial and body expressions, makes you like him. He uses personal and professional anecdotes to get his message across to the reader. Mr. Lustberg does drop a few names from his work in the past, including Charles Osgood and Ed McMahon to name a few. He breaks the book down into 16 chapters covering everything from Selling Yourself and your likability, to the "luck factor". The Luck Factor is an interesting phenomena that most writers tend to ignore. If you are competent and likable, but don't have a certain amount of luck, you may not go where you want to go. Sometimes being in the right place at the right time makes all the difference. You never know who is sitting next to you on the airplane or in the line at the grocery store. Another thing that Lustberg does for the reader is to take the previous 200+ pages and breaks them down into 10 easy to use pages in a summary. In this type of book, I find it very useful to have this synopsis. If you are like me, reading 250 pages of how to sit in meetings, and how to sell yourself and how to answer questions from a reporter, can get overbearing. So, the 10 page `booklet' he offers is a great way to have these ideas at the ready. I recommend How to Sell Yourself Using Leadership, Likability and Luck to Succeed by Arch Lustberg 0 of 0 people found the following review helpful. I'm sold on How to Sell Yourself. By t254asm In How to Sell Yourself: Using Leadership, Likability, and Luck to Succeed, the author, Arch Lustberg explains the importance of selling ourselves every time we communicate with others. He points out that in order to get our message across we must convince our audience that we are competent and likable. Throughout the book Lustberg demonstrates, in word and picture, how the readers can use both substance and style to communicate that image. The author's extensive treatment of body language was of great benefit. Being able to actually see the images of different faces, hand and body positions, and breathing techniques took the guess work out of the equation. Following the detailed discussion in the first half of the book Lustberg goes on to present various speaking situations. He gives real life examples of each situation and tells how to use the techniques learned from the previous chapters to deal with each scenario. This approach of detailed instruction followed by practical example and discussion makes for a very memorable presentation. In addition, the layout of the book makes it a useful reference in preparation for a specific speaking situation. This book is well written and is an easy read. It presents a wealth of useful information that, if used properly, it should enable the reader to more effectively communicate with virtually any audience.

How to Sell Yourself, revised edition, shows you how to use your mind, your face, your body, and your voice to be likable, because, in the end, likability wins.

From the Back Cover "Arch has taught the art of effective communication to powerful leaders in government and industry. He's one of the best public speakers I've ever heard. He's bright, witty, engaging, and entertaining. Nobody does it better."--Charles Osgood, CBS News "I learned more in the two or three hours [with Arch] than I have...in 15 years."--Richard A. Gephardt, former congressman "You can learn a lot from Arch Lustberg."--Mills Lane, retired district judge and TV host About the Author Lustberg's career has been unique and intriguing. He taught speech and drama at the Catholic University of America in Washington, D.C., for 10 years. When he left academe, he co-produced the Tony Award-nominated musical Don't Bother Me, I Can't Cope. He then co-produced the off-Broadway Outer Critics Circle Award-winning revue Tuscaloosa's Calling Me, But I'm Not Going.