Non-Fiction Book Review Interview

Interview Data:

Interviewer's Name: **Jim Edwards**

Publication / Project Name: **I Gotta Tell You Podcast**

Expert's Name: **Dan Roam**

Target Audience (SINGULAR): **Business Professional**

Target Audience (PLURAL): **Business Professionals**

Keyword Theme of the interview: **giving better presentations**

Topic of the Interview: **"Show and Tell" by Dan Roam**

Payoff Of The Interview (For Target Audience): **how everybody can make extraordinary presentations**

Call To Action of the Interview: **Dan Roam's excellent book "Show and Tell" available on Amazon.com**

Introduction

Hi everyone and welcome to the **I Gotta Tell You Podcast**

(Today's interview is sponsored by **Dan Roam's excellent book "Show and Tell" available on Amazon.com** - Helping **Business Professionals** with **how everybody can make extraordinary presentations** and other important topics about **giving better presentations**. Check out **Dan Roam's "Show and Tell" available on Amazon.com** for more.)

The title of today's interview is: **""Show and Tell"** Review and Highlights – An Interview with Author **Dan Roam"**

My name is **Jim Edwards** and today I'm talking with **better presentations** Expert **Dan Roam** about the book, **"Show and Tell"**.

Welcome **Dan**!

Dan Roam is a well-known expert on the subject of **giving better presentations** and has graciously consented to this interview to share some great information with us about his book **"Show and Tell"** so every **Business Professional** in our audience can understand **how everybody can make extraordinary presentations**.

Dan, thank you again for joining us on this live interview. Let's just jump right in.

Questions

My first set of questions is about **giving better presentations** in general and your background and experience in the field of **giving presentations** so the **Business Professionals** in our audience can understand who you are, where you're coming from, and how you got started.

Then we'll jump into the facts about your book **"Show and Tell"** and how it can accelerate our **presentation** efforts and abilities.

My idea + audience

1. Why is **giving better presentations** a critical topic for **Business Professionals**? Why should they pay attention in this area? *Sales/Face to face — Part of Presentation?*
2. Besides **Business Professionals**, is there anyone else who should be paying close attention to **giving better presentations**? *Attention span ↓*
3. Where do you see the opportunities right now for **Business Professionals** when it comes to **giving better presentations**? *Marketing of idea → sell on idea*
4. Could you tell us a little about yourself in terms of background, education and experience in **giving presentations**? *Bio Major* *Keep moving along*
   a. When did you get started?
   b. What kinds of things have you done / experiences have you had in **giving presentations** that are relevant to our audience of **Business Professionals**?

Well, it's obvious you know your stuff when it comes to **giving better presentations**! *Graphic Design Painting Classes*

Let's switch gears a bit now and find out more about your new book **"Show and Tell" by Dan Roam** and how it can help our audience of **Business Professionals** with **giving better presentations**.

1. What exactly is **"Show and Tell"** about and how does it help **Business Professionals** with **giving better presentations**? *[handwritten: 4 Books]* *[handwritten: Rules 1. Tell Truth]*
2. What was *your* purpose in writing the book? *[handwritten: SHARE]* *[handwritten: 2. " Story]*
3. Who is your intended audience? Who should read the book? *[handwritten: 3. " Story w/ pictures]*
   a. Who else besides the obvious audience of **Business Professionals** should read your book and why? *[handwritten: More Successful and confident]*
4. What makes your book unique compared to all the other books out there on the topic of **giving better presentations**? *[handwritten: 95% Visual → Simplicity]*
5. Can you share a couple of juicy tips from the book that would really help people immediately? *[handwritten: Stress Management]*
6. How long does it take to see results with your book VS without it?
   a. Stated differently: How fast can you help **Business Professionals** get better results with **giving better presentations**? *[handwritten: w/in minutes – over lifetime]* *[handwritten: Stage Fright?]*
7. Do your readers need any special equipment, training or skills to get started with what you teach in your book?
   a. How much does it cost to get everything set up?
8. What have I not asked you about **"Show and Tell"** that you'd like to share?

[handwritten left margin: –Teachers –Churches –Coaches –Airline pilots]

[handwritten: Adrenaline = Do good job! Preparation] *[handwritten: Reason = NOT NORMAL Thing]*

Conclusion

Thank you **Dan Roam** for a great interview. I'm sure all the **Business Professionals** in our audience learned a lot about how your **excellent book "Show and Tell"** can help them get great results with **giving better presentations**. So thank you very much for sharing your story and experiences so graciously.

Any final thoughts you'd like to share with us?

So again, thank you **Dan Roam** for sharing with us... and thank YOU all the **Business Professionals** in our audience for joining us for this excellent interview about how you can get started **giving better presentations** immediately.

I'm **Jim Edwards** and thanks for joining us on the **I Gotta Tell You Podcast**.

I'd like to invite you to check out **Dan Roam's excellent book "Show and Tell" available on Amazon.com** today for more on how YOU can succeed with **giving better presentations**.

Have a great day!

Additional / Supplemental Questions (If Needed)

- Where do you see **Business Professionals** wasting a lot of time in **giving better presentations**? And how does your book help them avoid that?
- Do you see the overlooked opportunities in **giving better presentations** right now? If so, where?
- Who are the big players in the world of **giving better presentations** everyone should pay attention to?
- Which people or tools in **giving better presentations** do you see becoming much more important in the near future?
- Where are the big challenges in **giving better presentations** right now? And how does your book help them overcome those challenges?
- Where are the big opportunities in **giving better presentations** that many **Business Professionals** might be missing?
- Where do you see **Business Professionals** making mistakes or missing the boat with **giving better presentations**?