



Introduction for Dan Poynter

75% of the pulling power of an ad is in the **headline**.

The most important headline you will ever write is the **title** for your speech.

Since 1969, Dan Poynter has written more than 100 books including *Is There A Book Inside You?* **Professionals speakers** can learn a great deal from book title selection.

Dan joined NSA more than 15 years ago and began immediately to help speakers with their books. He served as chair of the Writing-Publishing Professional Experts Group and founded the PEG newsletter.

He is a Certified Speaking Professional (CSP).

Now, you are about to learn the inside secrets to selecting a **speech** title that will make both meeting planners and audiences **drool**.

It gives me great pleasure to introduce "Mr. Publishing," **Dan Poynter**.