



BOOHER RESEARCH INSTITUTE  
Communication Strategies For Leaders™

# Dianna Booher

## MA, CSP, CPAE

Dianna provides sound principles and practical tools for clear communication and increased impact.



## Get Your Book Published to Promote Your Career and Increase Credibility

Credibility, prestige, leads, new business, money, name recognition, branding—all are reasonable to expect as a result of publishing and promoting your book with a major publisher.

Have you been promising to write a bestselling book “someday”? Well, this is your opportunity to turn your writing from bland to bold! Now that technology has made writing books, ebooks, white papers, and articles so easy, publishing has become the new pastime for everyone from soccer moms to systems analysts. So what’s the next step to distinguish yourself in the field?

From Dianna Booher, veteran author of 47 books published by major publishers, translated into 60 foreign language editions, with nearly 4 million copies sold, audience members will learn the specific steps and secrets to turn their expertise into:

- a successful query to an agent or editor
- a strong book proposal that earns a solid advance and
- ultimately, a bestselling book to catapult your organization, product, or service to greater visibility in the industry

As a result, attendees will walk away with the know-how to sell their book to a major publisher, gain worldwide distribution, receive the attention the book deserves, and earn credibility and career advancement.

### Awards and Distinctions

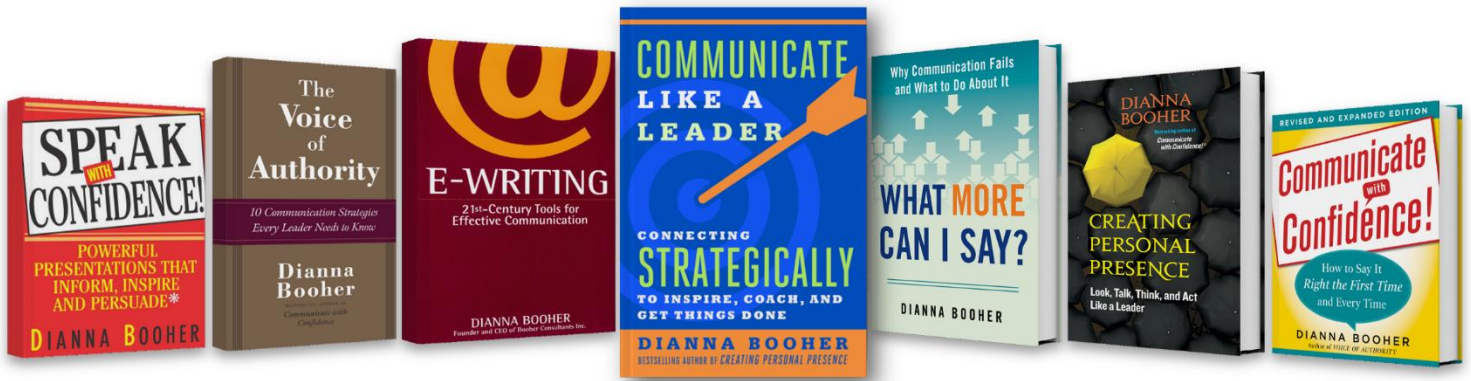
- Author of 47 books, published in 60 foreign language editions
- CPAE Speaker Hall of Fame
- IBM Star Quality Award for Writing and Presentations Programs
- Frito-Lay Minority/ Woman-Owned Vendor of the Year
- A Cindy Award in New York Film Festival—Corporate Training Division
- Top 100 Thought Leaders in America by *Leadership Excellence*
- Global Gurus Top 30 Communicators
- Newbridge Executive Book Club—Main Selection
- 21 Top Speakers for the 21st Century by *Successful Meetings* magazine
- Fortune/Money Book Club Selection
- Macmillan Executive Book Club Selection
- Writers Digest Book Club Selection
- Business Week Book Club Selection
- Book of the Month Club —Alternate Selection
- Executive Soundview Summaries: 25 Best Business Books of the Decade
- Huffington Post Blogger
- CEO Magazine Blogger

### Why Dianna Booher’s Time-Tested Communication Techniques?

Interviewed by *Good Morning America*, *USA Today*, *The Wall Street Journal*, *Investor’s Business Daily*, *Forbes.com*, *FOX*, *CNN*, *CNBC*, *NPR*, *FastCompany.com*, *The New York Times*, *Washington Post*, *New York Newsday*, *Bloomberg*, *Boardroom Reports*, *Industry Week*, *Success*, and *Entrepreneur*, among other national radio, TV, and newspapers.

### Proven Track Record - Client Organizations

Alcatel-Lucent, American Airlines, Bayer, Bell Helicopter Textron, BP, Brinker, Chevron, ConocoPhillips, DFW International Airport, ExxonMobil, Federal Reserve Banks, Frito-Lay, IBM, Ingredion, Internal Revenue Service, JCPenney, JPMorgan Chase, Lockheed Martin, Lucile Packard Children’s Hospital, Northwestern Mutual, Novartis, Occidental Petroleum, PepsiCo, Principal Financial Group, Raytheon, Siemens Medical Solutions, U.S. Navy, U.S. Army, NASA, and many others.



## Testimonials



*The work you put into preparing your presentation was reflected in the synergy of your message with the day's purpose, Frito-Lay Technology's philosophy, and the other speakers. The feedback we received to date has been extremely positive.*

Dennis Heard, Senior Vice President, Technology, Frito-Lay, Inc

*Dianna Booher has changed the way corporate America communicates. Dr. Mary Kickels, Vice President of Corporate Training, Encyclopedia Britannica Educational Corporation*

*Absolutely a wonderful two days....Many participants commented on how practical your insights were and how they walked away with ways to apply what you taught. I enjoyed our time together and appreciated your energy and effort to meet our needs. I am looking forward to other chances to work with you in the future!*

Scott Steel, Program Manager, Cincinnati Children's Hospital

*Your presentation itself moves very dynamic and energetic — I especially like your use of humor to illustrate some very important communication concepts. I suppose there is a degree of pressure for a speaker who is known as a 'communication expert.' But you certainly demonstrate that expertise and walk the talk!*

Gay Knight, Program Manager, Communications Curriculum, IBM

*The event succeeded our (high) expectations. Yesterday Scott spent considerable time relating our experience to the CEO of the company we are working closely with; I expect you will be hearing from him....There is a good possibility we will engage you for another event.*

Dave Draft, Director of Operations, Sealy & Company

*....your message on how to improve the quality of our business and personal communications was right on target. Thanks again for your perfectly focused messages.*

Oscar Gomez, Vice President, External Affairs, Verizon Communications Inc.

*Everyone is still talking about the Leadership Conference and the first thing they are mentioning still yet is how much they loved your content and style (engaging, dynamic, etc.). I hope this is the beginning of us staying connected and your firm making a new on-going client relationship.*

Cheryl Barruso, Senior Vice President, Executive Leadership Program, PNC Bank