

Author Visit

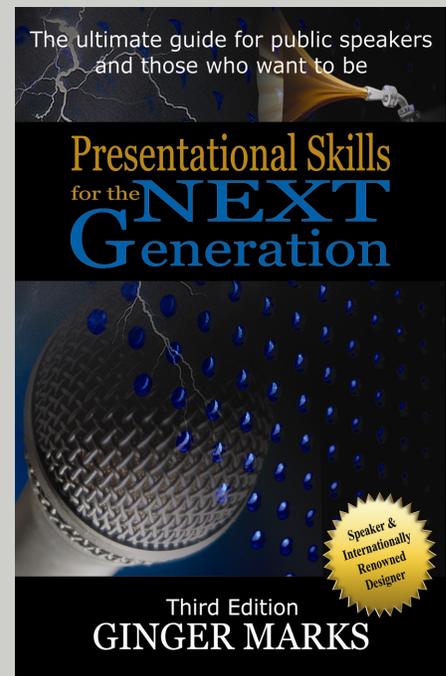


Ginger Marks

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Introduction

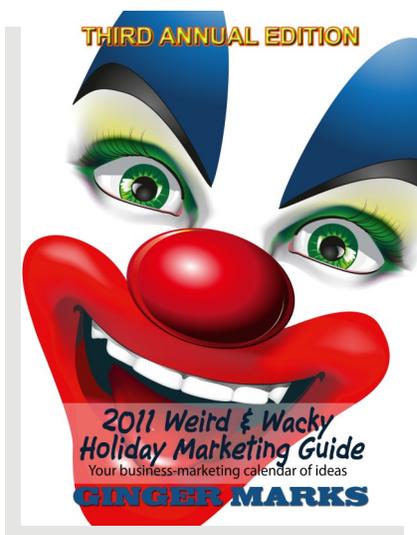
Hello, and welcome. I hope this information will help you in planning an informative and successful author visit with me, Ginger Marks.

About Ginger Marks

Ginger Marks is an author and publisher. She also specializes in digital design for print and Internet use for small business owners. At the age of 43 Ginger found herself having to re-invent her life. She spent some time in the corporate world, but found it was not right for her. After all, she had been a business owner of a multi-million dollar surgical clinic for over 20 years and was ill-suited to be an uninspired corporate employee. So, after a short career as a Financial Advisor, during which time she further developed her speaking abilities, she began writing articles, reports, and short books on business marketing and personal development. To this day, she still enjoys the feel of a pen in her hand.

It was in 2006 that Ginger wrote the first edition of her book, Presentational Skills for the Next Generation. Since her book speaks of software to create slide presentations as well as the how-tos of public speaking, she has re-written her book updating it twice. Now in its third edition, it provides the latest advice on public speaking in the new Internet and also offline venues.

She also is the author of the annual eBook Weird & Wacky Holiday Marketing Guide, Your business calendar of marketing ideas (<http://www.HolidayMarketingGuide.com>).



Ginger has been featured on Heidi Richards, Her Mastermind's WECAI, in newspapers and podcasts with her books and eBooks. She is a Platinum Level author at EzineArticles.com and her articles have been read over 22,000 times. Her Ezine Author page is located at [http://ezinearticles.com/?expert=Ginger Marks](http://ezinearticles.com/?expert=Ginger_Marks)

She loves to educate and inform others about public speaking and publishing. Organizations, schools, libraries, and clubs all benefit from a visit with her at the podium.

When not writing, Ginger spends her days designing and preparing other author's books for print and digital offerings. Never one to sit inactive for very long, she also loves to read, sing, play the piano, or do crafts of many types to keep her occupied and her mind active.



Advice From the Pros: **Ginger Marks**

Our guest writer this month is Ginger Marks, the founder of DocUmeant, a family of Publishing and Design companies. Mrs. Marks has recently released her third edition of Presentational Skills for the Next Generation; and her third annual eBook edition of her Weird & Wacky Holiday Marketing Guide is also available through her website.

AFFILIATE MARKETING STRATEGIES CAN PAY OFF **BIG**

It doesn't take being a genius to see that money you earn from work you do once, or even what work others have done for you, is easier to make than money you have to consistently work to earn. Nevertheless, the words affiliate marketing stir most of us with either fear or excitement. [Read More](#)

Ginger also offers insight into marketing solutions through her ezine, Words of Wisdom, available through her websites. You can check out her sites @ documeantdesigns.com and documeantpublishing.com.



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Her websites are: DocUmeant.net; DocUmeantDesigns.com; DocUmeant-Publishing.com, and GingerMarksBooks.com.



Socially, Ginger can also be found on WordPress ([http://ezinearticles.com/?expert=Ginger Marks](http://ezinearticles.com/?expert=Ginger_Marks)), FaceBook (<http://facebook.com/gmarksfl>), Twitter (<http://www.twitter.com/gmarksfl>), and LinkedIn (<http://www.linkedin.com/in/gingermarks>).

Testimonials

The following are just a few of the numerous messages I have received about Presentation Skills for the Next Generation.

“As a communication consultant and instructor of public speaking, I have taught hundreds of people how to prepare and deliver successful presentations. For anyone who has to give a presentation, I would definitely recommend Presentation Skills for the Next Generation by Ginger Marks. This easy-to-read book provides excellent ideas for putting together a polished presentation. Ginger’s explanation on preparing and using visual aids to compliment your talk is especially well done. Ginger covers all-important areas of preparing an effective presentation from considering your audience and the location of your talk to your personal appearance and valuable delivery tips and techniques. This book is a great resource that you can refer to time-and-again for every presentation you’ll ever do.”

Felicia J. Slattery, M.A., M.Ad.Ed.
Communication Consultant, Speaker & Coach
<http://www.CommunicationTransformation.com>



“Ginger Marks has codified a very workable system of materials to help anyone who desires to be an improved presenter. The skills of presentation could be said to be an artful science and Ginger represents this concept very effectively in her latest work. Presentation Skills for the Next Generation is a very valuable must read.”

Joe Yazbeck, Founder-President
Prestige Leader Development
www.PrestigeLeader.com



In Presentation Skills for the Next Generation, Ginger Marks provides in a concise and very readable form all one need know to prepare, rehearse, set up, present and conclude consistently effective presentations. Clearly a veteran of many, she covers all presentation aspects from identifying the audience, defining the goal, and preparing speech and AV support to how to dress, how to break the ice, what formality of language to use and to avoid and how to engage and persuade one's audience.

An extensive resource guide to software, reference material, books and sites provides the reader with further relevant information.

I have done a good deal of speaking for many years but points gleaned from this volume will certainly improve my skills.

Cacophony



“Presentational Skills for the Next Generation covers a wide range of topics that presenters need to know. Some of the topics, such as organizing the content and working with audio-visual technology are rarely covered. The author’s emphasis on rehearsing and considering the audience first are very valuable. You’ll also find excellent coverage on the delivery aspect of presenting, including how to dress, what equipment to pack, dealing with fear, and more. The Resources section at the end is very useful, too.”

Ellen Finkelstein

Presentation skills trainer and PowerPoint MVP

<http://www.ellenfinkelstein.com>

My Needs When I Visit Live

Audiences: Typically I speak to 4th grade or older students, corporate staff, clubs and the like. We can discuss your needs and see how we can best meet them.

We do visits in our local area of Florida within about a 90-mile radius from our home in Clearwater. The other option is if you are outside of this range is that we offer Skype visits (see the section on Skype visits later in this eBook).

When you book a visit with me I will do either one or two presentations lasting 30-45 minutes each. If you book for two, they will need to be back-to-back with about a 5-10 minute break in between. I prefer smaller rooms of 75 or less. However I am willing to work with your facility though to fit your needs. It is best to book early to get the dates your prefer.

Equipment Needs: I will need a podium or place to stand/sit, white board or chalk board and a chair to do my selected reading.

If I am speaking to a group of 100 or more or in a gym or auditorium I will also need a microphone, and prefer a lapel mic if it is available.

After the presentation I will take questions if time allows.

If I am able to stay in the same room and sign the books that are sold, that is ideal. If you wish to set up a book signing where the attendees come through the line for their book, we can do that too. Just please discuss that me when booking your visit so I allow time for that.

Presentation Outline

I offer a presentation that last approximately 30 minutes and a presentation that lasts approximately 45 minutes with time for Q & A at the end of each.

Outline for 30 minute (approx) presentation (best for K-4 or any grade if you won't want the 40 minute presentation)

- ~Discussion Jobs/Vocabulary/Game
- ~Discussion of what it means to be a public speaker
- ~Reading of an excerpt from the book to be presented
- ~Q & A

Outline for 40 minute (approx) presentation (best for 3-4)

- ~All the above for the 30 minute is included with this presentation
- ~Discussion of how I came to where I am today
- ~Discussion of what it takes to publish a book
- ~Discussion of design elements required to publish a book, if time allows.



**Author
Visit**



After Day of Visit:

- Email book order quantities and names to personalize in books
- Mail payment for total books sold to: Ginger Marks, 1730 Rainbow Dr, Clearwater, Florida 33755. Or if you wish to pay via PayPal I will provide my email account.

Books will be shipped once payment is received.

If you feel our visit was of benefit to the students or staff we love testimonials and they are very much appreciated. Also, if students or staff wish to email or send letters to me I always welcome those as well.



My Needs When I Visit Via Skype

Audiences: Typically K-4 and older.

For pointers on Skype Author Visits see Skype An Author (<http://skypeanauthor.wetpaint.com/>).

Once you book a virtual visit with me I will send you a link that contains the bonus information that will enhance the presentation.

I have found that to Skype it is most beneficial for the children if we keep it to no more than 2 classrooms totaling 60 children or less. This helps to keep the kids engaged and helps keep the energy of the visit going. It is more interactive as well, as with the help of the teachers I am able to call on students if I ask a question.

It is a wonderful idea to get the kids involved with the whole experience of learning how a Skype visit is set up. You can assign co-hosts to welcome the author to the Skype call as well as co-hosts to thank the author at the end of the Skype call. Have fun with it and the kids will learn so much more.

Book orders for our visit via Skype: Please send book order form (included in back of this eBook, pages 19 & 20) home two weeks in advance of our Skype visit. Any books sold you will need to email me quantity and names to personalize books. I will then invoice your school for total number of books sold. Further, I will handle shipping costs if in the continental United States. Out of US I will inform you of the rate.

Prior to Skype Visit:

- Book Skype visit and let us know your preference of payment whether we invoice your school via PayPal or invoice you directly with check being mailed to us. Payment is due no later than one week prior to our Skype visit.
- E-mail Skype name you will be using to me at ginger.marks@documeantdesigns.com. If you wish to do a test run, please let me know a time and date that would work to test the connection prior to our actual Skype visit day.
- Once visit is booked we will send link to bonus materials which will be used day of Skype call.
- Send book order form home two weeks before the Skype visit.
- Have students think of questions they'd like to ask for the Q & A.

Day of Skype Visit:

- Last minute book orders collected.
- Make copies of free downloadable materials for students.

Book Orders

I offer a special discount price for students to purchase our books (book order form on pg. 19-20). Please send book order form home two weeks in advance of our visit (please note it is two pages). Book orders under 50 will be left with facility day of visit. Book orders over 50 will be shipped directly to schools (I will pay shipping). For book orders being shipped to schools, payment of books still due day of my visit. That day, or following day, order will be placed with my printing company. Expect delivery 5-10 days later (sometimes more during a holiday). Separate custom labels with my message will each be signed to student ordering book(s) and my autograph, which I will mail to school. School librarian or each classroom teacher will then just need to affix label into each book.

Payment

Payment due day of my visit. If paying by check please make check to: Ginger Marks.

Any books sold, payment is also due day of my visit. If the children or staff bring in money late or decide after our visit they would like a book, please contact me and I'm happy to mail book(s) to your school and I will cover the shipping in the continental United States.

When to Book

My calendar fills quickly, so the sooner we can secure a date, the better. Please keep in mind that we also only schedule visits once per week. Booking at least one month out is best to build excitement for my visit, send out

announcements to the local media and plan for the event.

Cancellations

To date, knock on wood, I have not had to cancel. But, if due to illness with me or an emergency and I would have to cancel I will do my best to re-schedule as soon as possible.

Tips to Ensure a Successful Visit

Please tell your staff— especially the office staff where it is likely I will need to sign in—the day I will come for the visit. A smooth check in allows me to keep my wits about me find my way to the room we need to set up and do the presentation.

- Please let the children or staff know I am coming to school. This builds excitement and anticipation of our visit.
- Display my book(s) in the library or your classroom before our scheduled visit.
- Post author poster (pg. 16 or 17) in library, classrooms and throughout the building. It is recommended the author one sheet, which contains my bio (pg. 18) be posted in teachers lounge, as well.

Bonuses

Downloadable eBook link!

Free with booking, eBook [Author's Advantage Publishing Guidelines](#).

To help further aspiring authors/speakers you will receive this eBook with my compliments. And ...

To further expand on the lessons, you will learn during my visit, you will receive the following when you book.

Grammar Activity Sheet—Use this to promote proper grammar and stress the importance of using it when speaking in public.

Vocabulary Activity Sheet—Use this to help your students/staff learn new words that will enhance their speaking/word choices.

What is Wrong With This Picture Game—Use this to help students understand how to properly dress when speaking in public. Distribute as many copies as you like. Supplied in black and white so the picture can be colored, if you and they like.

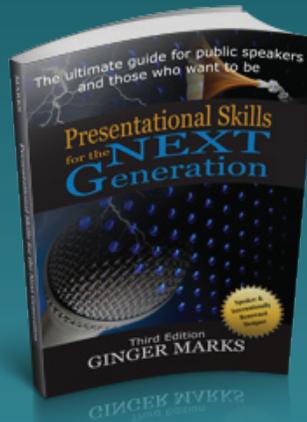
Write Your Own Book—This activity page is to be used to draw, color, or write on. It is shaped like an open book. Let your class or team's creativity soar!

AUTHOR VISIT

Let Your Star Shine!

★
DATE: _____
TIME: _____
PLACE: _____

Meet the author



GINGER MARKS

GET YOUR COPY OF PRESENTATIONAL SKILLS FOR THE NEXT GENERATION SIGNED BY THE AUTHOR!

PRESENTED BY:

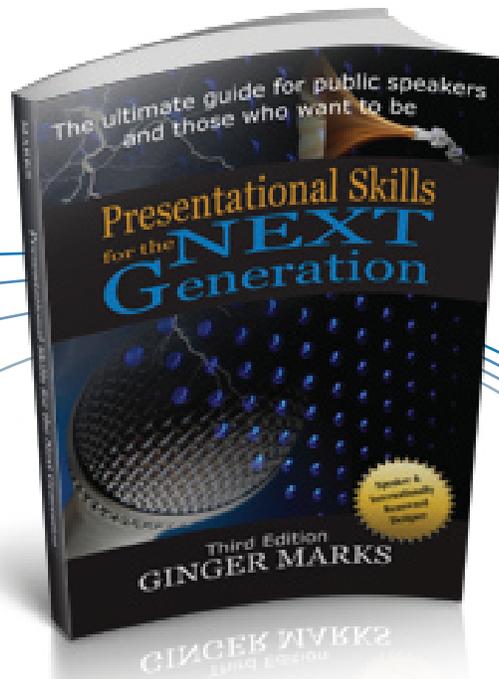
AUTHOR VISIT

AUTHOR/SPEAKER, GINGER MARKS, SHARES TIPS TO PUBLIC SPEAKING THAT EVERYONE CAN USE!

DATE: _____

TIME: _____

PLACE: _____



GINGER MARKS

GET YOUR COPY OF PRESENTATIONAL SKILLS FOR THE NEXT GENERATION SIGNED BY THE AUTHOR!

PRESENTED BY:

GINGER MARKS

PRESENTATIONAL SKILLS FOR THE NEXT GENERATION

The ultimate guide for public speakers and those who want to be



AUTHOR BIO

Ginger Carter-Marks is the owner of two successful writing and design companies, DocUmeant and Doc-UmeantDesigns. She has been assisting business owners of all sizes, from the personal business owner to the major fortune 500 companies, for over 30 years.

Her written works have been published in both print and digital mediums. Further, she enables authors to realize their dreams of self-publishing through her New York City based publishing company, DocUmeant Publishing.

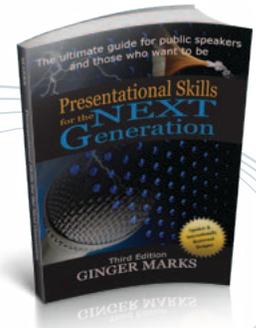
Mrs. Marks has written several articles, reports, books, and eBooks. She also authors a monthly ezine titled Words of Wisdom, all of which are available through her business site Doc-Umeant.net

FOR MORE INFORMATION OR TO SCHEDULE AN INTERVIEW, BOOK SIGNING, READING OR SPEAKING ENGAGEMENT CONTACT:

GINGER MARKS AT
GINGER.MARKS@DOCUMEANTDESIGNS.COM
www.DocUmeantDesigns.com

BOOK RECAP

Presentational Skills for the Next Generation covers a wide range of topics that presenters need to know. Some of the topics, such as organizing the content and working with audio-visual technology are rarely covered. The author's emphasis on rehearsing and considering the audience first are very valuable. You'll also find excellent coverage on the delivery aspect of presenting, including how to dress, what equipment to pack, dealing with fear, and much more.



This book is an exceptional resource that you will find yourself referring to time-and-again for every presentation you'll ever do.

WHAT PEOPLE ARE SAYING

“Ginger Marks has codified a very workable system of materials to help anyone who desires to be an improved presenter. The skills of presentation could be said to be an artful science and Ginger represents this concept very effectively in her latest work. Presentation Skills for the Next Generation is a very valuable must read.”

Joe Yazbeck, Founder-President, Prestige Leader Development

“As an author of PowerPoint book's Cutting Edge PowerPoint 2007 For Dummies, I find that this book complements mine.

I like this book because it's easy to read and packed with helpful stuff that will allow you to better plan your next presentation. It is a book that explains the concept of presentation delivery—and it does so in an easy to comprehend manner so that you can get results soon. It's also a very handy size—put it inside your laptop bag, and read it whenever you get the time, you won't regret it.”

Geetesh Bajaj www.cuttingedgeppt.com

INTERVIEW QUESTIONS

1. Why a book on presentational skills?
2. What has changed in the way presentations are offered?
3. Why give a presentation in the first place?
4. Why do you need to consider your audience?
5. Are hand-outs a thing of the past?
6. What are the five main ways of presenting information?
7. What is the best way to transition between thoughts/slides?
8. How are online presentations different than live?
9. What is the proper attire for a presenter?
10. What are some tips that will help us be better speakers?



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PRESENTATIONAL SKILLS FOR THE NEXT GENERATION

By GINGER MARKS

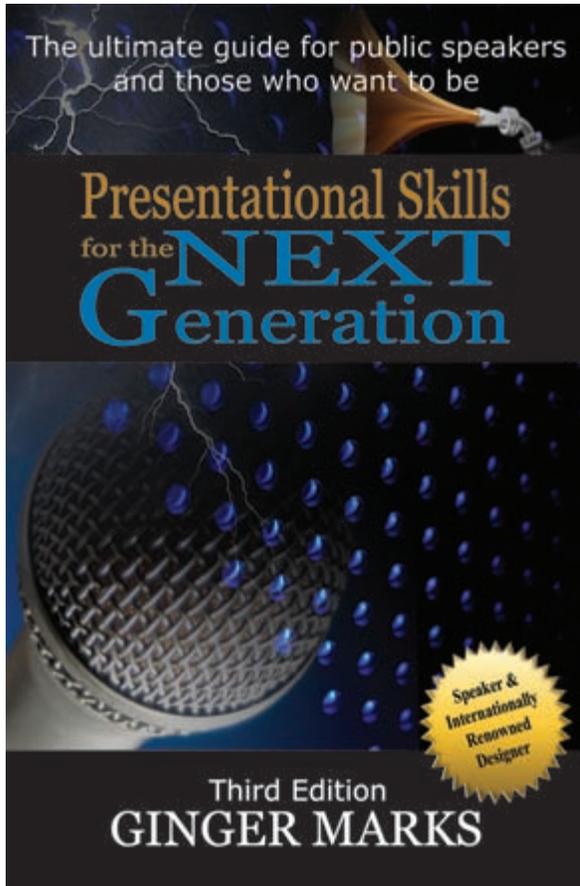
 DocUmeant Publishing
New York, NY

JULY

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NON FICTION



The Ultimate Guide for Public Speakers and those who want to be

Presentational Skills for the Next Generation provides excellent ideas for putting together a polished presentation. This easy-to-read book covers a wide range of topics that presenters need to know. Some of the topics, such as organizing the content and working with audio-visual technology are rarely covered. The author's emphasis on rehearsing and considering the audience first are very valuable. You'll also find excellent coverage on the delivery aspect of presenting, including how to dress, what equipment to pack, dealing with fear, and more.

Ginger's explanation on preparing and using visual aids to compliment your talk is especially well done. She covers all-important areas of preparing an effective presentation from considering your audience and the location of your talk to your personal appearance and valuable delivery tips and techniques. This book is a great resource that you can refer to time-and-again for every presentation you'll ever do. You will find the new Resource section especially useful too.

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The ultimate guide for public speakers and those who want to be By Ginger Marks			NAME _____		ENCLOSED IS MY	
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*PAYMENT MUST ACCOMPANY ORDERS FROM INDIVIDUALS. FOR DOMESTIC ORDERS, PLEASE ADD \$5.00 SHIPPING FOR THE FIRST BOOK AND \$1.50 FOR EACH ADDITIONAL BOOK. FOR UPS/PRIORITY SHIPPING, ADD \$8.00 FOR THE FIRST BOOK, AND \$2.00 FOR EACH ADDITIONAL BOOK. INTERNATIONAL ORDERS, INCLUDING CANADA, ADD \$15.00 USPS SHIPPING FOR THE FIRST BOOK, AND \$10.00 FOR EACH ADDITIONAL BOOK. RESIDENTS OF FLORIDA MUST INCLUDE 7% SALES TAX. CANADIAN ORDERS ADD 5% GST. WE ACCEPT CHECKS, MONEY ORDERS, VISA, MASTERCARD, DISCOVER, AND AMERICAN EXPRESS. PRICES AND AVAILABILITY SUBJECT TO CHANGE WITHOUT NOTICE.

Book Order Form for All of Ginger Marks' Titles

Books will be available for sale on the day of Ginger's visit and she will be happy to sign them after the presentation. If you are interested in ordering one or more book(s), please send payment with form filled out. If this order is for a school age child, please have them give the completed form to their teacher or librarian. All checks should be made payable to Ginger Marks. Note: There is a courtesy discount for institutions as noted below.

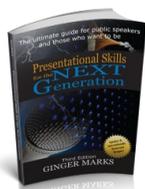
Name _____ Class _____

Instructor/Librarian _____

I would like to purchase **Presentational Skills for the Next Generation** (Third Edition) Print: ___ copy(ies) \$10.00 ea; Digital: ___ copy(ies) \$5.00 ea.

I would like to purchase ___ copy(ies) of **Holiday Marketing Guide** (digital only) _____ Year(s) \$15.00 ea.

I would like to purchase ___ copy(ies) of **Back to Basics** (digital only) \$5.00 ea.



Presentational Skills for the Next Generation (print and digital)

The ultimate guide for public speaking and those who want to be. Third Edition.

Print ISBN# 9780978883140

Digital ISBN# 9780983212270

Library of Congress#2011934331

Retail Print: \$14.95; Digital: \$9.95



Weird & Wacky Holiday Marketing Guide (eBook) 2009, 10 & 11

Every year this business calendar of marketing ideas gets better. This year is no exception. However, if you missed the premier issue and the now famous "Jar of Nothing" with the applicable weird & wacky holiday to use it, you may just want to invest in the whole series. No two eBooks have the same holidays listed, so you are sure to get your money's worth.

Retail: \$19.97



Back to Basics (eBook) is a collection of articles designed to assist the new business owner to jump start their business or the seasoned profession to put the punch back into their chosen career. It begins with a two part series on the Nuts and Bolts of Business Building and continues from there to the ever important Marketing Basics. As marketing is an issue for each and every business owner no matter their business or circumstances this section is presented in three parts.

Retail: \$9.95

*If you or your institution is ordering 50 or more print books, they will be drop shipped to your location free of charge approximately 5-10 days after the presentation and book plates with my author inscription and your desired name will be forwarded to your event coordinator, if desired.

Final Checklist

An inspirational and educational day is just ahead of you. To help you be prepared please make sure you remember to...

- Promote the visit
- Make sure you have sent out the book order form at least two weeks before the visit day
- Contact local press and media to let them know of your upcoming function. They just love positive, uplifting stories. You may even get your photos in the papers.
- Please arrange for payment for the day of the visit, as well as have book orders collected and given to me before my presentation.

That's all there is to it! I look forward to meeting with you and your eager audience.

*If you have any questions, please e-mail me at
ginger.marks@documeantdesigns.com or phone me at 727-565-2130.*

Ginger Marks-Author Visit Information