

# do you have a BESTSELLING BOOK INSIDE YOU?

MEET DIANNA BOOHER,  
*Author/Keynote  
Speaker/Executive  
Communication Coach*

By Kelli Haus & Lara Popeck

*Dianna Booher has done it again! What MORE Can I Say is the definitive book on the hows and whys of communicating effectively. I've always said leadership is an influence process—and to influence others, you have to know how to get your point across clearly. What more can I say, other than 'Read this brilliant book!*

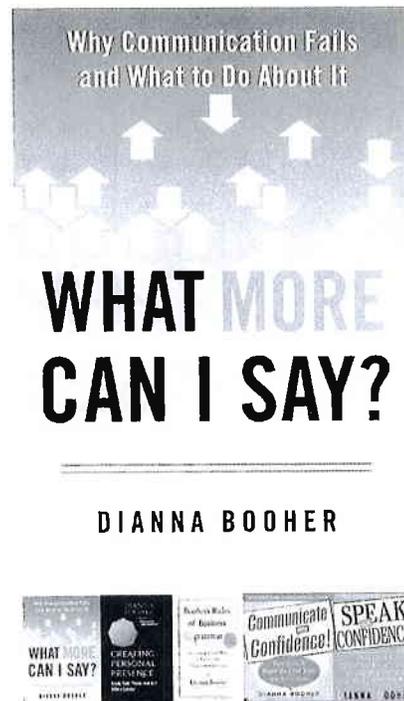
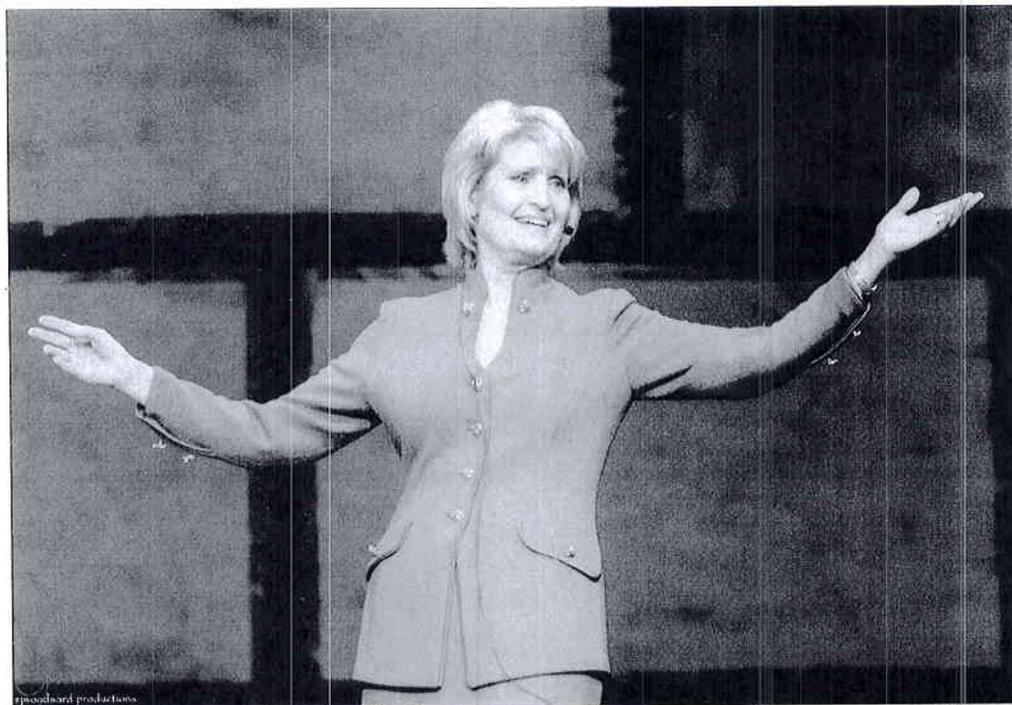
—Ken Blanchard, coauthor of *The One Minute Manager®* and *Legendary Service*

With 46 books published and nearly 4 million copies sold in 26 languages, Montclair Parc-resident Dianna Booher has a list of awards and accolades that's quite extensive and noteworthy. A couple of examples from that list: She has been inducted into the CPAE Speaker Hall of Fame by the National Speakers Association, has earned a Frito Lay Supplier of the Year award, has been named one of the "Top 100 Thought Leaders in America" by *Leadership Excellence* magazine, and has received IBM's Star Quality Award for presentations and writing courses she has developed and delivered for them worldwide.

As founder of her own corporate communication training company and also as founder and CEO of her current company, Booher Research Institute, she has served more than half of the Fortune 500 companies. Booher Research Institute works with organizations and leaders to increase their effectiveness through clear communication and presence.

Dianna does speaking engagements about 30-40 times a year, and coaches senior executives one-on-one. She enjoys working





teams at IBM, Pepsico, Lockheed Martin, BP, Brinker International, Texas Instruments, the DFW Airport, just to name a few.

An expert in her field, Dianna has been interviewed by *Good Morning America*, *USA Today*, *Forbes.com*, *The Wall Street Journal*, *Investor's Business Daily*, *Fast Company*, *Fox*, *CNN*, *CNN International*, *CNBC*, *NPR*, *Dr. Laura Radio Show*, *The New York Times*, *Washington Post*, *New York Newsday*, *Bloomberg*, *Boardroom Reports*, *Industry Week*, *Success*, *Entrepreneur*, *Glamour*, *Real Simple*, *Working Woman*, in addition to other national radio, TV, and newspapers.

Besides her own blog, she also blogs weekly for the *Huffington Post*, *The CEO Magazine*, and *FaithHappenings*.

Beyond her obvious talent as a writer and speaker, it is easy to see why Dianna is as successful as she is. Her approachable and friendly, yet professional demeanor has made her highly admired among her clients.

Jane Binger, Executive Director of Leadership Development and Education at Lucille Packard Children's Hospital at Stanford University, says Dianna is "...the consummate professional--meticulous preparation, flawless pedagogy, and results participants are mentioning within days."

Dr. Mary K. Kickles, Vice President at Encyclopedia Britannica feels that Dianna has made a true impact on American business: "Dianna Booher has changed the way corporate

Dianna's path to becoming a renowned author, keynote speaker, and executive communication coach, however, is anything but conventional. Starting her career as a Spanish teacher, Dianna never dreamed she would be where she is now, although she always liked to write. As a mother of two small children, she needed to help make ends meet. Deciding to follow her passion, Dianna taught herself to write and began churning out books while continuing to teach and get her master's degree in English literature.

It was during the time she was teaching in Houston that she discovered a need among her accountant and engineering students who wanted to learn to communicate effectively. She wrote her first business book, *Would You Put That in Writing*, to fill the need these types of employees had. After an article about that book ran in the *Houston Chronicle*, requests to speak and train others started pouring into her office. She received 32 calls the day the article ran alone!

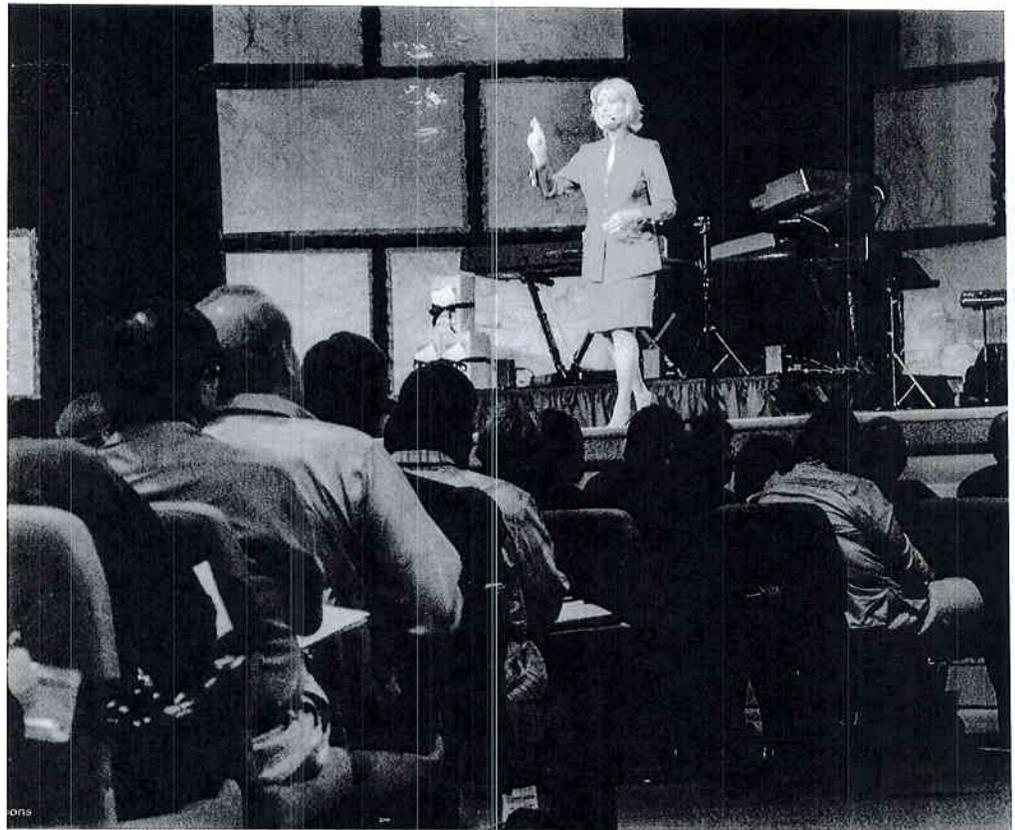
From there, her training company continued to grow and expand as she worked primarily by referral and broadened her communication umbrella to include business writing, oral and sales presentations, executive presence, proposal development, effective meetings, listening skills, customer service communication, and enterprise-wide communication.

The leap of faith into a new career that Dianna took many years ago has clearly paid off for her, and not just financially. Since following her interest in writing, Dianna has said, "I'm the embodiment of the saying, 'Do what you love and you'll never

...continued

do you have a  
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Aspiring authors often wonder how she has been able to achieve this level of success, and Dianna shares her tricks of the trade in one of her coaching program's called *Get Your Book Published*. New authors can learn how to write a book proposal, sell their books to a major publisher, and use their books to promote their professional practice or businesses. She loves teaching budding authors, stating: "We all start somewhere, and the best never stop learning and growing!" Want to learn more? Go to: [www.GetYourBookPublishedCoachingProgram.com](http://www.GetYourBookPublishedCoachingProgram.com)



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Dianna continues to write about a book a year. Her latest book entitled *What MORE Can I Say? Why Communication Fails and What to Do About It!* (Penguin Random House) provides nine counter-intuitive principles for success in getting your point across, persuading others, and expanding your influence. Taking examples from politics, pop culture, business and family life, the book tackles the challenges of communication encountered in both personal and professional life and provides tips for correction. [www.WhatMoreCanISayTheBook.com](http://www.WhatMoreCanISayTheBook.com)

The book is filled with practical examples and techniques, and will show exactly how to analyze your own communication. Specifically, it covers how to shape conversations, deliver persuasive presentations, develop email offers, give employee feedback, or handle sticky customer service communication to succeed in accomplishing the communication goal—whether to get others to accept change, get rid of a bad habit, improve performance, sell a product, or land a job! You can learn more about this book, and all of Dianna's books on her website: [www.BooharResearch.com](http://www.BooharResearch.com). You can reach Dianna directly at 817-283-2333 or at [Dianna.Boohar@BooharResearch.com](mailto:Dianna.Boohar@BooharResearch.com)

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