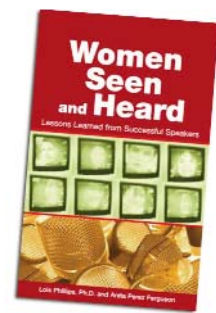
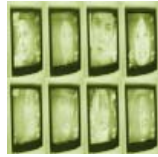


# Women Seen and Heard: Lessons Learned from Successful Speakers

Reader Feedback From Amazon.Com and Personal Letters to Authors



Dear Lois:

I am enjoying your book tremendously. We gave out flyers to our board of directors....Many of them are women state legislators... Good luck with your book!

**Susan Shaer, Executive Director, Wand; Women's Action for New Directions**

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.... I yelped with joy when I opened the package...this is the book that I have been asking someone to write!... I am going to take it to the counselors at CSUN... I can remember the name exactly... a powerful statement.

**Robin Lamar, President Association for Women in Aviation**

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I have been e-mailing lots of friends and letting them know what a wonderful and useful and handy book you have written!!! After receiving the book on Friday evening, I actually got up on Sat. October 25th (Fall-back-on -the -time night) and read the book for two hours from 1:30 am - 3:30 am - very motivating. You know that my undergraduate work was in Speech & Dramatic Arts way back when great female speakers were few and far between. This book will be an excellent textbook for college level classes and one that I will reference frequently.

And I am beginning my professional speaking career - now.

**Dulcie Sinn, M.A., Doctoral Candidate, UCSB Family Resources Coordinator, City of Lompoc, California California State PTA, Health Commission; Educational Advocate.**

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To the faculty and graduate students at UCSB Gevirtz Graduate School of Education:

I have recently read Lois Phillips and Anita Perez Ferguson's book called Women Seen and Heard. It is probably the best book I have read on the subject of speaking effectively and presenting powerfully as a woman professional. I liked it well enough to call Lois up and ask to take it to the WACES conference in Tucson to sell some copies there. Again, it was well-received. I have no personal stake in this book; I just think it's worth reading. Take a look at it and decide for yourself.

**Susan A. Neufeldt, Ph.D., Director, Ray E. Hosford Clinic Counseling/Clinical/School Psychology Program, Gevirtz Graduate School of Education, UCSB**

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I loved Lois Phillips' use of the "Oprah style" in communicating with the audience (at our alumni reunion). It was very warm and endearing. Lois is a pro at working an audience and did a fantastic job as our Master of Ceremonies. ... I have already started reading her new book. It is very interesting, and I hope that I learn a few tips about public speaking.

**Vishna Herrity, Ph.D., Director of the Gevirtz Research Center, UCSB Gevirtz Graduate School of Education**

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Congratulations on your book. It's terrific!

**Star Hunter, Journalist; Editor; College Instructor, Moorpark College**

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I have enjoyed my first hour with "Women Seen and Heard" I LOVE the "lessons" at the end of each chapter. They really capture the essence of the previous chapter and they provide a great mantra to recite and remember until it becomes you. .... I am impressed with your personal touches. It is a very "friendly" read. Great work!

**Marilyn Helene Jorgensen, M.A., Principal; Founder Discoveries Early Care and Pre-School, The Emotion Company**

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Beyond Public Speaking,

Here, at last, is a practical guide to enable women to assess how they present themselves not only on the podium but in almost every context of their lives. The accomplished authors are not male averse, but very supportive of our capitalizing on our feminine perspective and it's delivery in a riveting manner that is "seen and heard". As a psychotherapist, I wish I had had this book long ago as a support to my clients who could not find or doubted their true voice on stage, in the workplace, and even in their interpersonal relationships. I am so very impressed and feel there are many good messages to all women. I can't tell you how proud I am of your persistence, writing skills, and wisdom. Bravo! and thank you, Lois and Anita.

**Joan Sullivan, M.A. Marriage, Child, Family Therapist (retired) Credibility Counts**

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Just read Women Seen and Heard when flying across country and it's really great! Really enjoyed the stories and insights and lessons. It will serve me well as a good reference and reminder of important considerations when preparing to speak about "Bamboo Style."

**Gale Beth Goldberg, Architect; Author, Bamboo Style**

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You Need This Book

Watching women break through the glass ceiling when I was an executive at Catalyst convinced me of the importance of effective communication skills for women's success in the workplace. Written in a winningly personal style by two seasoned pros, Women Seen and Heard is chock-full of practical advice, insights on overcoming the stereotypes that women speakers still face, and exercises sure to yield immediate results. Whether you are new to public speaking or an old hand at the podium, you need this book!

**Reviewer: Bickley Townsend, Ph.D., Market Research Consultant from New York, NY**

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## Reader Feedback From Amazon.Com and Personal Letters to Authors

Dear Lois:

I just wanted to let you know I did pick up your book yesterday...and started reading it last night before bed and am very impressed with what the two of you have written. You are right— women do need to continue to speak out. Although there has been much progress made over the last 20 years, there seems to be a lack of appreciation for what it has taken to get where we are and what it will take to continue. Thanks for your inspiration.

Sincerely,

**Marci Friedlander, Ph.D., Health Insurance Broker**

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I have had the good fortune to see Perez Ferguson give a talk and have always admired the way she holds a group spellbound with her ideas. For such an expert to share these secrets is really generous. Read, learn, enjoy; her credibility is powerful and the book is truly useful.

**Reviewer: Joline Godfrey from California**

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I love “Women Seen and Heard” and am savoring the moments learning and improving my life with you! Mazel Tov on an amazing contribution to our well-being!

**Lois Jovanovic, M.D. Director and Chief Scientific Officer Sansum Diabetes Research Institute**

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Lois,

Thank you so very much for presenting your vital and compelling message about women and public speaking.

**Doug Green, Executive Director; Ventura County Community Foundation**

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Lois and Anita,

I can't begin to tell you how much I have appreciated your book. As a woman who wants to be seen and heard and has something to say that people want to hear, your book has been a great asset to me. My friend Karen and I attended your Monday March 30th workshop at the SB non-profit support center. I truly appreciated the input you gave. I am actually speaking at a singles church workshop down in LA this weekend in front of a group of about 50-75 women on the topic of "Sexuality and single Christian women" ... and then to a mixed group of about 75 men and women on the topic of Spirituality. I will definitely be using some of your techniques that I learned from the book.

**Karen Miller, Development Coordinator/Community Relations Specialist Tri-Counties Regional Center**

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Dear Lois,

We would like to express our sincere appreciation for your wonderful talk, woven beautifully between between our theme and that of your new book “Women Seen and Heard”. Your speech was both inspiring and most relevant to the theme of “Women: Inspiring Hope and Possibility”. We have received many positive comments about the event and your speech in particular, and we thank you again for your important role in making this even possible.

**Stacy Shephard, President, Friends of the Santa Barbara County Commission for Women and Sonia Kroth, Chair-SB County Commission for Women**

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Both of you did a terrific presentation last night at Borders Bookstore... I found it just long enough, plenty of ideas, enough tie in to the book to make people want to buy it . . .how impressive I found both of you as representatives of women who have been seen and heard and who will be seen and heard from in the future.

**Susette Naylor, M.A. Architect Thompson-Naylor Architects; Member Landmarks Commission of Santa Barbara**

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I... think the book is terrific....incisive, user friendly, instructive, thoughtful and accessible. A real primer...While different in kind, it is interesting how so many of the insights and tips are relevant and relate-able tips for giving interviews as well.

**Jill Schuker, Public Relations Consultant, Washington, D.C.**

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I just finished reading your book and thought it was great- -- loved the stories and checklists.

**Stephanie Foster, Attorney; Trainer and Consultant to Vital Voices**

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“Bravo!!!!...The book is empowering and, at least for me, made me want to get out there and give a talk before an audience. Questions...are well thought out and insightful. When a reader gets done with your book, they have all the tools necessary for them to succeed.”

**Bonnie Orkow, Ph.D., Professor of Communication, University of Denver**

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“Public speaking is a wonderful way to gain self-confidence and self-esteem. This book is a gem in that it helps women become more sure of themselves in the competitive world of men. The book is well-written and helpful to all who wish to know how to speak clearly.

**Eva Menkin, M.A., Marriage & Family Therapist**

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”Both very useful and fun to read, unlike a lot of "How-to" public speaking books. I appreciated the history mixed in, too.

I do public relations for high tech companies so I'm required to be a good communicator, but I often run into huge challenges because of the fact that I work with technologists (who are notoriously bad communicators) and 99% of whom are male and have a tendency to immediately dismiss me as a source of valuable insight because I'm young, attractive, and female. In battling past those first impressions, I've found that effective communication is 20% what you say and 80% how you say it. Although at first blush this seems to be geared only to professional public speaking, the examples in it are really good for everyday interactions as well. A great book!”

**Madge Miller, Public Relations Specialist**

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## For More Information:

Call: Lois Phillips at 805.962.8083  
E-mail: lois@loisphillips.com

*Lois Phillips, Ph.D.*

**Management**  **Consultant  
Speaker  
Trainer**