

ABOUT ARCH LUSTBERG

Arch Lustberg's career has been unique and intriguing.

He directed the United States Chamber of Commerce Communicator® Workshops, prior to opening his own business, Arch Lustberg Communications.

His client list is a who's who of business leaders, association executives, elected officials and top professionals in every field.

He taught Speech & Drama at the Catholic University of America in Washington, DC for ten years.

He co-produced the Tony Award-nominated musical "Don't Bother Me, I Can't Cope."

He produced and directed many record albums in the days of the LP, most notably Grammy-Award Winning "Gallant Men" by the late Senator Everett McKinley Dirksen.

In his books and videos, Lustberg shares his techniques on the art of spoken communications with you. His most recent bestseller, "How To Sell Yourself" has received rave reviews and is now printed in Japanese, Chinese, Korean, and Arabic (and more languages are being added)

His quarterly newsletter "The Lustberg Communicator" is available at no charge on his web site, www.lustberg.net, where you'll find lots of helpful hints. To receive it and his commentaries on current speaking topics, send your e-mail address to lustberg@erols.com and you'll receive topical updates involving relevant communication subjects.

*Arch Lustberg is a master at motivating people from every generation to improve their communications and presentations.
Arch's techniques and tips are truly wisdom for the ages.*

Robert Dean, Chief Learning Officer, Grant Thornton LLP, Chicago IL

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BOKS, AUDIOTAPES & VIDEOTAPES

Want to keep learning? Want an on-call refresher?
The answer: Arch Lustberg. See, hear or read Arch's wit and wisdom.
They can be used by ANYBODY.

BOOKS

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A new book by Arch Lustberg

“HOW TO SELL YOURSELF”

SEE OUR WEB SITE - www.lustberg.net - FOR MORE INFORMATION

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The Communicating With Confidence Series

\$8.00 each book plus shipping/handling. Call Arch Lustberg Communications
TEL: 703/979-4150, FAX 703/979-4160, e-mail: lustberg@erols.com

Winning At Confrontation gives you the skills you need to turn confrontation into real communication in situations as diverse as media interviews and one-on-one conversations.

Building Podium Power is a step-by-step guide to winning an audience by giving them what they really want from a speaker. Use it to help you accomplish your speaking goals.

Testifying With Impact is a must for those who testify on any level of government. You can make an impact by giving legislators and regulators the information they need, the way they want to hear it.

AUDIOTAPES

\$12.00 each (plus shipping & handling)

Call Arch Lustberg Communications
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Controlling The Confrontation - learn how to handle difficult situations and deliver a convincing message.

Perfecting Presentations - learn how to improve your speaking skills and make every presentation dynamic.

Making Your Testimony Count - learn how to prepare and testify. Excellent for review before your appearance.

Media Tips and Techniques - learn how to use the media to your advantage. Essential tips and techniques for controlling the interview

VIDEOS

The following titles are available from the Library Video Network 1-800/441-TAPE

Controlling The Confrontation (44 min./\$99.00) Get on the winning side of confrontations. Learn how to deal with difficult situations and to deliver convincing messages. It's a training toll that can be used by many professions.

Perfecting Presentations (37 min./\$150.00 w/book) See the magic of "likeability," the power of the pause and how to improve your platform speaking skills.

Testify With Impact (41 min./\$150 with book) - Learn how to prepare and enliven your testimony using simple techniques that the average person can master. It's an excellent resource for review before your appearance.

Using the Media To Your Advantage (50 min./\$150) - Learn how to build the "perception of confidence" necessary in today's quick hit media world and use the media to your advantage.

Face It! Using Your Face To Sell Your Message (\$75) Your face is the tool by which your audience is going to judge your likeability.

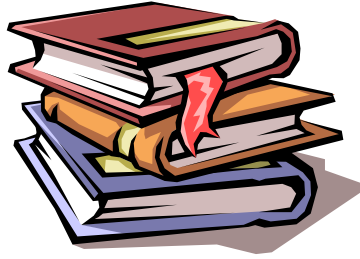
Now on DVD

(3 video presentations/\$275)

Includes the following: Face It! Using Your Face to Sell Your Message (16 min.), Perfecting Presentations (37 min.) and Controlling the Confrontation (44 min.)

To inquire about Arch's availability or tailoring a training video for your organization, call or write:

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NEW BOOK By Arch Lustberg

“How To Sell Yourself”

Winning Techniques for Selling Yourself... Your Ideas... Your Message

How many people do you know who have a knack for connecting with others? Very few are born with it. The rest of us need to learn it.

This book explains in clear, simple, easy-to-understand, common sense terms the skills you need to get your message across in any speaking situation.

- You appear before the zoning board to get approval for an addition to your house.
- You're called as a witness in a controversial lawsuit.
- You're having trouble communicating with your teenager.
- A colleague is openly hostile.
- You're asked to make a speech to the new employees of the firm.
- You open your office door to be greeted by a TV reporter and camera crew.

The key to this book, the secret of winning communication is likeability. Some people call it warmth. Some call it charm. Some call it charisma. But whatever name you give it, it can be learned. It will improve your chances for success.

To order: Check with your local bookstore or order it on the web through Amazon.com, Barnes and Noble, or Career Press.

Price: \$14.99 / Paperback, 208 pages / Published by Career Press / ISBN: 1-56414-585-9