Contents

Disclaimer xi			
	Chapter 1 I can't see you naked	1	
	Chapter 2 The attack of the butterflies	11	
JA:	\$30,000 an hour	. 25	
	Chapter 4 How to work a tough room		
	Chapter 5 Do not eat the microphone	. 55	
Photos yo	ou don't expect to see		
	Chapter 6 The science of not boring people	79	
Ä	Chapter 7 Lessons from my 15 minutes of fame	. 95	

	Chapter 8 The things people say	111
	The things people say	
AVV	Chapter 9 The clutch is your friend	125
	The clutch is your mend	Disciolin
	Chapter 10	127
3	Confessions	13/
<u>0</u> :	Backstage notes	143
The little things pros do		
How to m		
What to d	161	
What to c	169	
You can't	183	
Research	195	
How to he	203	
Acknowledgments		
Photo credits		
Index		
About the	221	