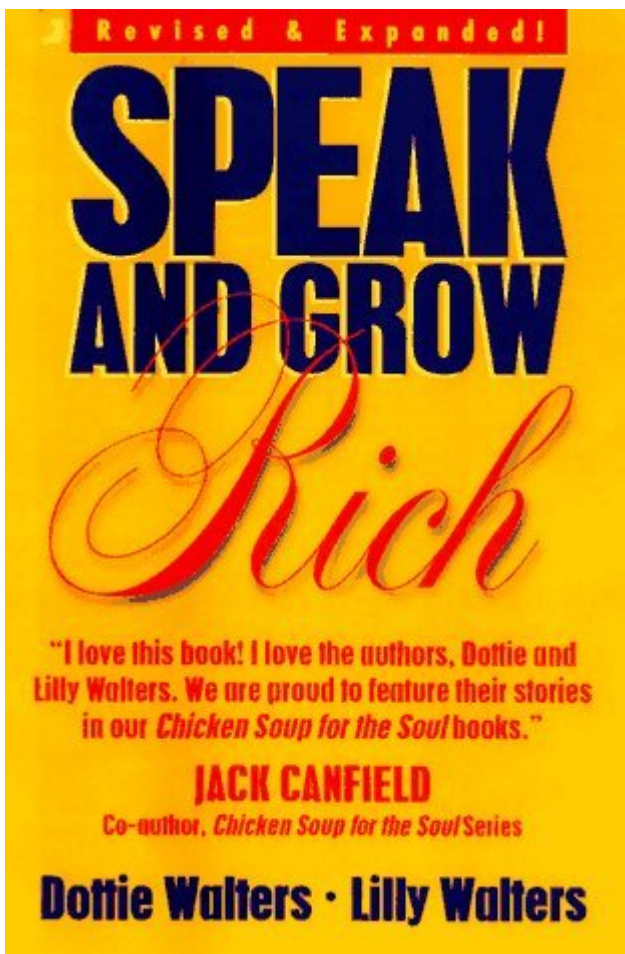


# Backlist Book Review

## Find New Business Ideas in Old Books

One of many tips listed in *Speak and Grow Rich* by Lilly Walters & Dottie Walters, 1997. The authors write that many people overlook backlist titles, which is a mistake because they often contain a great source of ideas, practices or concepts that be rediscovered and reintroduced...



Ironically, this book fits the bill perhaps because the material focuses on how to market one's speaking skills, a promotional strategy relevant in many fields today. And the book is packed with tips, facts and advice for the professional speaking industry and related fields.

A multi-page list of skills for aspiring speakers is included. It's a gem of a book for aspiring entrepreneurs even if speaking is not the field one intends to enter.

## References

Paid Public Speaking.com

<http://www.paidpublicspeaking.com/speakandgrowrich.html>

Amazon.com

<http://tinyurl.com/k2xhcn2>