

# Bring Home the Bacon

By Larry Tracy



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## Book Information

### Title

Bring Home the Bacon: How to Deliver Persuasive Presentations that Get “Buy-in” from Any Audience!

### Author

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### Genre

Business

### Publisher

Self-Published

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Amazon

## Meet the Author

President Ronald Reagan called Larry Tracy, “An extraordinarily effective speaker.”

This compliment resulted from the feedback the President received on Larry’s success in hundreds of presentations, debates and media appearances defending controversial policies before demanding, often hostile, audiences. Larry was an Army colonel detailed by the White House to the State Department.

In a previous assignment, he was the Senior Intelligence Briefer to the Chairman of the Joint Chiefs of Staff in recurring crises during the Cold War. After retiring from the Army, he became an in-demand speech coach, cited as one of the top such coaches in the country in the books *Information Please Business Almanac and Sourcebook* (Houghton-Mifflin), *Best of the Best* (Insight Publishing), and *What to Say When...You’re Dying on the Platform* (McGraw-Hill).

Larry is a graduate of St. Joseph’s University and holds an MA from Georgetown University. His military education includes the Army Command and General Staff College and the Inter-American Defense College. He served in Vietnam, Argentina and Bolivia, speaks fluent Spanish and conducts presentation skills workshops in that language.

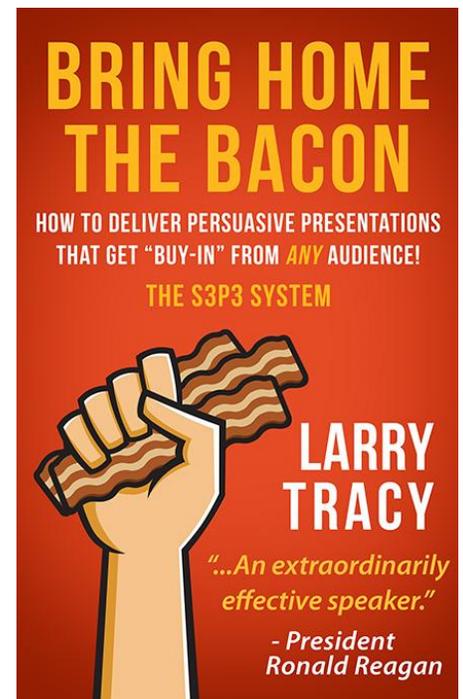
## Reviews by Readers

“This book’s greatest strength is the author’s expertise... I highly recommend this book to those looking to improve their public speaking skills.” –OnlineBookClub

“Excellent guide for speaking that ‘Brings home the bacon!’ –Amazon Review

“This book will help you go from a good speaker to a great one!” –Amazon Review

“Am most appreciative to the author for understanding the problems of selling an idea to a sometimes disinterested or hostile audience.” –Amazon Review



## Book Summary

Most books on presentation skills provide useful tips and insights to improve the reader’s speaking ability. **Bring Home the Bacon** does much more, giving readers a systematic and systemic, step-by-step path to take them from novice to expert speaker. Success in life depends on your ability to bring people to your point of view. That’s what you’ll gain by reading this book.

The S3P3 System, the pillars of *Substance*, *Structure* and *Style* supporting a pyramid of *Planning*, *Practicing* and *Presenting*, was developed by Larry Tracy when he was facing demanding, skeptical audiences. His “Been there, Done that” experience became the basis of Larry’s successful executive workshops, and now **Bring Home the Bacon**.

Internalizing the S3P3 System can make you a more persuasive speaker and a true influencer, placing you ahead of your peers. Psychologists claim the “Halo Effect” results in excellent “public speakers” being perceived as highly intelligent, very competent and a “go to” person.