

Press Release
March 15, 2002
Elaine Fuerst, PR contact: 770-446-7940 elainefuerst@earthlink.net

FLASH!!!!!!

PATTI WOOD....ALSO KNOWN AS "THE BODY LANGUAGE LADY"

WILL BE ASSESSING BODY LANGUAGE OF STARS DURING THE OSCARS!!!

WHAT ARE THEY REALLY "SAYING"?????

INTERVIEW PATTI FOR HER REACTIONS!!!!!!

If you are seeking [an energetic and people savvy person to interview or quote or have an article written](#), consider Patti Wood.

Patti is often asked to use her body language expertise to assess well-known people in interviews, speeches and photos. Her sessions on First Impressions in Business will give you rich insights you personally can use along with your audience. For example, did you know handshakes were created to check the weapon hand of someone you encountered on the road? And hugs were created to check for hidden swords under Egyptian robes? That licking the lips indicates the person is lying? That rubbing their ear indicates the person is uncomfortable with what they are hearing? Where the feet go, the heart follows. That observing the direction of the speaker's feet when talking to you indicates their level of interest in the conversation.

Please consider Patti as your body language-in-business-communications resources. Patti will be speaking on conflict resolution methods for the PBS and American Management Association web special April 24 in honor of National Administrative Professionals Weeks.

Included is Patti Wood's bio for you to review and a second press release on the stars.

Thank you for your consideration.

Regards

Elaine Fuerst
Marketing Essentials
Let ME be your marketing expert!
elainefuerst@earthlink.net
770-446-7940
www.marketing-essentials.net

Bio Patti Wood, MA, CSP



Email: Patti@PattiWood.net

Website: www.PattiWood.net

2312 Hunting Valley Drive

Decatur, Georgia 30033 (Metro Atlanta)

Patti Wood, international speaker and trainer, is a proven professional who has mastered her craft. Patti is a Certified Speaking Professional, a professional designation of the National Speakers Association recognizing “masters of the industry.” It is earned by less than 8% of its members. She has designed and conducted keynote speeches and workshops for hundreds of companies and government agencies including AT&T, Coca-Cola, Chick-fil-A, Colgate-Palmolive, Dupont, GTE, Hewlett Packard, McGraw Hill, Nextel Old Navy, Price Waterhouse, and Prudential.

Ms. Wood is a Nonverbal Communication Expert and is often interviewed as a body language expert for the media, including CBS and ABC radio news, **Entrepreneur Magazine, Woman’s World, The National Examine and Reuters.** She is a former university instructor and *Time Magazine* recognized her nonverbal communication course at Florida State University as one of the top college courses in the country. Her B.A., master’s degree and doctoral coursework are in Interpersonal and Organizational Communication.

Patti’s books include “Success Signals -Reading Body Language,” “Easy Speaking -- Audience Focused Presentations,” “Swords Shields Daggers and Handshakes - Dealing with Difficult People,” “How to Run Successful Meetings”, “Views From A Sofa,” “Cool Questions, Great Conversation Starters” and “Pearls I Fought The Oysters For.” She is currently completing “Beyond Words: Reading the Heart Through Body Language”.

Patti’s Programs include keynote speeches at conferences and workshops in the following areas:

- First Impressions and Body Language
- Success Signals - Body Language In Business
- When You Can’t Choose Your Workmates - Dealing With Difficult People at Work
- Reach Out - Communication That Transforms (Motivational Speech)
- You Can Depend on Me - Teamwork, Teamplay and Teambuilding
- Behind the Smile--In Front of the Bottom line. Customer Service and Dealing with Difficult Customers

- I Have to Give a Presentation Tomorrow! A Step-by-Step Guide to Giving Exciting Speeches, Technical, Sales and Training Presentations

Client comments:

Incredible as always...

“Your were incredible as always! People keep stopping by my desk to thank me for bringing you to Nortel. Participant’s e-mails and critique sheets from here and in Canada are filled with superlatives about how much they learned and how much fun they had. In all my years hiring speakers I have never heard “techie’s” praise anyone as highly as they do you.” *Nortel Networks*

Patti stands out above the rest...“Patti stands out above the rest. I have never seen anyone create the interaction and full participation of every single audience member or create the bonding, energy and results that Patti has achieved in every single program she conducted for us.” *BMG Distribution*

Dynamic, high energy...“Patti presented so easily and got everyone committed. It was wonderful! A fantastic job! I was amazed to see the transformation of the participants. Patti is the most dynamic, high-energy presenter I’ve ever seen. Excellent! Excellent! Excellent!” *GenCorp*

Superb! “Wow! Superb! Outstanding! Patti never fails to deliver an outstanding program--one that meets both the planners and the participants’ objectives. In Patti’s unique way, she provides a dynamic and motivational presentation. She is always committed to giving the audience a meaningful learning experience.” *The American Association of Occupational Health Nurses, Inc.*

WOW!“Wow! J&J Industries was very impressed with Patti’s presentation. How many speakers are asked to come back next year before they even leave the stage?”
Tarkenton Speakers Bureau

Thought-provoking...“Informative. . .Thought-provoking. . .Enjoyable. Patti is a truly fine speaker. Patti has a terrific way of making everyone feel comfortable. Her interpersonal and interactive skills are excellent.”

##

Elaine Fuerst
Marketing Essentials
Let ME be your marketing expert!
elainefuerst@earthlink.net
770-446-7940
www.marketing-essentials.net

PRESS RELEASE

Whose More In Love: Cruise & Cruz or Zeta-Jones & Douglas? Body Language Expert Can Tell.

**Contact: Elaine Fuerst
770-446-7940**

For immediate release:

Atlanta, Georgia;----Even trained actors cannot hide their true feelings from the camera. In interpreting photos of **Tom Cruise** and Penelope Cruz, Atlanta-based body language and communications expert Patti Wood, said, “their hearts are aimed at the cameras, not each other.” Patti was asked by the “National Examiner” to interpret the body language of star couples including Catherine Zeta-Jones and Michael Douglas, Cruise and Cruz, Billie Bob Thornton and Angelina Jolie. While Cruise and Cruz do not connect, Michael Douglas and Catherine Zeta-Jones are “truly having a very good time together. Their smiles are wonderfully large and real.”

Patti is often asked to evaluate politicians for various television groups. She was asked by ABC Radio News to interpret

U. S. Rep. **Gary Condit**'s interview with Connie Chung, which Patti says was “a bit unnerving since he clearly was uncomfortable, aggressive and was hiding something.”

Reuters News Agency included Patti's comments in their business travel column on how crucial a good first impression is as you do business globally. **In the column, Patti shares the origin of hand shaking, “Handshakes were created to check the weapon hand of someone you encountered on the road. Medieval knights would shake hands to dislodge any weapons hidden up sleeves; and hugs were first used by Egyptians to check for swords hidden beneath long robes.”**

Patti will be speaking on conflict resolution methods for the PBS and American Management Association web special April 24 in honor of National Administrative Professionals Weeks. Ms. Wood is a Certified Speaking Professional, a

designation bestowed on 8% of the National Speakers' Association membership. She holds a bachelor's and master's

degrees from Florida State University in interpersonal and organizational communication with emphasis on body language.

Through her company Communication Dynamics, Patti speaks at conferences and teaches Presentation Skills, Team

Building, Leadership and Success Signals in Sales. She gets rave reviews. She lives with her dog Madeline in historic

Decatur, Georgia and is completing her book on "Beyond Words: Reading the Heart Through Body Language". Visit her

web site: www.pattiwood.net

#