



Monika Matschnig  
**The Art of Making an Impact**  
The Secret of Self-promotion  
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We tend to assume that charismatic people are blessed with a natural gift. But Steve Jobs, Madonna and Angela Merkel all started small. Much of what we do on a daily basis – the clothes we wear, the words we choose, our postures, facial expressions and gestures – is a form of self-presentation. Why do we bother? What's it all in aid of? Because we want to put a message across, achieve an effect. Making an impression is a crucial facet of effective communication. The good news is that it's not just a natural gift you either have or lack – it can be taught, learned, practiced and progressively enhanced. Presenting a range of prominent personalities from all walks of life as examples, the author explains what makes for their appeal and shows what we can learn from them.

## Monika Matschnig

**Monika Matschnig**, born in Austria in 1974, studied psychology, trained as an adult education coach and has been working as a counsellor, advisor, coach and lecturer since 2001. She is a keynote speaker specialising in body language.