

Praise for Mike Long
From Communications Professionals Around the World

“Mike Long is a prolific writer in many forms and one brilliant teacher—insightful, philosophical, personable, funny, and best in big doses.”

David Murray
Editor and Publisher, Vital Speeches of the Day
Executive Director, Professional Speechwriters Association

“Mike is the leader in leadership communication. The rest of us are acolytes.”

Dana Rubin, Founder & Director
Leadership Communicators Roundtable

“Mike embodies the old writer’s maxim of showing instead of telling... and is uniquely suited to help people tell powerful stories. I just wish I could clone him.”

Dan Gerstein, Founder & CEO
Gotham Ghostwriters

“If you expect a nice lecture about the ins and outs, don’t hire Mike Long. Because Mike does not go for the niceties and the clichés, he goes right to the gut...”

Renee Broekmeulen, Founder
The Dead Horse Society (Netherlands Speechwriters Network)

“Mike’s session for our team left even the most experienced writers among us raving.”

Allan Reetz, Education Committee Chair
Cooperative Communicators Association

“[U]nlike other workshops, you didn’t just learn the skills, you learn the strategy...”

Brian Jenner, Founder
European Speechwriter Network

“...informative, thought-provoking and entertaining.”

Reg Downs, Senior Advisor to Brad Wall, Premier of Saskatchewan

“...simple, logical, easy-to-follow advice for all writers.”

Beth Lasky, Executive Communications Manager
Sodexo

And from students, seminar attendees, and audience members
of Mike Long's classes and keynotes:

- "...has changed the entire trajectory of how I write and communicate."
 - "The opportunity to take his course is like striking gold."
- "The confidence I gained has been drawn on time and time again."
 - "His advice is some of the best I've heard."
- "Mike has had a deep and lasting, positive, professional impact on my writing. I now think much more critically and analytically when it comes to my writing. Mike is influential."
 - "He was wonderful—cogent, insightful, and hilarious. I learned a lot."
- "Mike's no-nonsense approach to writing is fantastic. He cuts through the fluff that so many writers get hung up on and provides practical, useful techniques that make his students better writers."
 - "Seriously, a genius. Friggin' amazing."