



Tell Your Story To Be Remembered

Think about the typical speaker. S/he stands before a group, and gives a presentation based on what?

That's right, facts and figures.

If you're having a really good day, that information is printed on a series of Power Point slides in 10-font print.

This isn't a lesson about avoiding facts and figures, which can be an important part of a presentation. The point of this lesson is that, to *not* be like most speakers. Don't rely on facts, figures, and slides. Instead, tell well-crafted stories, and you'll stand out from the crowd.

Remember this phrase:

Stories connect; facts and figures disconnect.

In the last lesson, you were reminded that human beings have always told stories because they make a deep emotional connection. Remember the words of the late Bill Gove, the founder of the National Speakers Association. He was credited with saying: **"If you want to make a Point, tell a Story.**

That is great wisdom, and excellent advice. With all the respect in the world for Mr. Gove, I would add one word to his suggestion. That word is...

'Well.'

Make a Point, Tell a Story **Well.**"

We've all been the victim of the storyteller who rambles incessantly, with no point. Perhaps someone in your family has this skill. They can definitely tell stories, but they lose our attention fairly quickly.



My client was a self-confessed ‘rambler.’ When we met, she said, “Michael, I really need your help. I’ve agreed to give a keynote speech for the Chamber, and I’m waking up every day feeling sick. I’ve got knots in my stomach. They’ve only given me 25 minutes to speak and I don’t think I can do it.

“I KNOW that I talk too much. I can’t get focused, and when I end the monthly meetings at my organization, people are s-o-o-o relieved. Can you help me?”

The interesting part of her dilemma is that she wasn’t scheduled to give her keynote speech for another eleven...months! She was looking at the possibility of nearly a year of morning sickness, Alka Seltzer and sleepless nights.

Fortunately, she avoided that fate. On the night she gave her speech, she finished three minutes ahead of schedule, she received a standing ovation, and donations of time and money to her organization.

What changed?

How did she experience such a dramatic shift?

She learned many of the tools and processes that you’ll learn in the coming weeks. She became a speaker who harnesses the power of story to change and inspire lives.

Creating a compelling vision of the future can make the difference between being a leader others follow, or someone who is quickly forgotten. In 1962, President John Kennedy stood before a crowd of over 40,000 people in Rice Stadium in Texas, and laid out an ambitious goal for the United States:

“We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.”

Is this a story in the traditional sense?

Technically, no.



However, it is a vision of the future. It's a story of millions of Americans working together with a common goal - winning a race to be the first to another celestial body; to advance the world technologically.

President Kennedy could have said, "We will make a \$25 billion investment, involve 1.5 million American workers, and invest 7-1/2 years to reach our goal." Although the numbers are correct, they wouldn't have inspired the public in the way his emotional language did.

That is the power of story. You and I will probably never have the opportunity to set such a lofty goal as inspiring Americans to visit distant moons or planets. Yet your story can inspire others. As you prepare your next presentation, remember, to make your point, you should tell a story **well**.

In the coming weeks, you'll learn how to do just that.

ACTION STEP: Take time to think about events in your life that changed the way you look at the world. It could be something as simple as a conversation with a teacher or mentor, or as extreme as a serious illness. Consider the way that event changed you, and the common emotions that event created that will connect you to others. Record those thoughts in your file.

As a Post Script to this lesson, if you want to hear a speech that is inspiring and visionary, watch President Kennedy's speech laying out his vision of landing on the moon. Click this link: [President Kennedy's 'Moon Speech.'](#)

Until next week, always remember, you have a story that someone needs to hear.

I hope you're benefitting from these ideas. Feel free to share them with business associates and friends. Here's the link to the registration page: [52 Storytelling Tips](#).

Other Recommended Resources

1) **52 Storytelling Tips**

In 52 weeks you'll learn World Class storytelling tools and processes that enable you to create stories that hold audiences in rapt attention, gain their trust, and compel them to take ACTION!

This series of content-rich lessons begins upon registration, and continues on a weekly basis for one year. You'll receive a weekly email with a 5-minute audio lesson and PDF copy of that week's lesson. This is a manageable dose of storytelling content each week.

You'll be able to upload each lesson and listen at your leisure whether in your home, office, or car.

This weekly program is absolutely FREE! You simply register, open the weekly audio lesson, and, if you choose, upload the PDF attachment which offers a transcription of that week's lesson.

To register, visit: <http://speakingcpr.com/52-storytelling-tips/>

2) **'THE Book on Storytelling'**

Public speaking and selling are two of the most essential business skills. Storytelling is the heart of each. 'THE Book on Storytelling' is designed to teach you the fundamentals of storytelling that gets results.

CEOs, salespeople, managers, and others who give presentations can benefit from this book. You'll pick up a series of proven, step-by-step process to discover, develop and deliver your unique stories.

Additionally, it is filled with recommended resources from other storytelling experts - authors, speakers, Hollywood screenwriters and more. This book gives you the tools to dig as deeply into this subject as you want.

When you implement these ideas, your stories will enable you to:

- => Become better-known in your industry
- => Create more opportunities
- => Advance your career
- => Increase your income
- => Reduce the stress and anxiety sometimes associated with creating stories
- => Develop deeper levels of trust faster with your audience

To get your copy, visit: <http://amzn.to/29MJEZF>

3) 'Sell More With Stories' Kindle book series

One of the biggest challenges for salespeople is quickly attracting new clients. For many, this is a daunting task.

Why?

Because old school methods don't work - they fail to quickly break down barriers and earn trust.

If you'd like to double, or even triple, your number of new clients, then the new Kindle series 'Sell More With Stories' is for you.

Read this series and you'll discover the keys to:

- => Quickly earn trust from prospective clients
- => Shorten your sales cycle
- => Create more selling opportunities
- => Work with more qualified prospective clients
- => Enjoy the process of attracting new business
- => Work only with people you want to
- => Feel more confident in networking and social situations

To begin your journey to gain these benefits, get your copy of the first book in the series. Visit: <http://amzn.to/29nlMrn>

4) 'Go Ahead and Laugh: A Serious Guide to Speaking With Humor'

Eleven professional speakers and humorists share over thirty techniques to get your audiences laughing.

Speaker and presentation coach Rich Hopkins analyzes each speech, and walks you through each titter, chuckle, and guffaw. He shows you how to apply each technique to your next speaking opportunity.

If you don't think you're funny, if you don't think your topic could possibly create a laugh - this book is for you - and your audiences that desperately want to Go Ahead and Laugh!

To get your copy, visit: <http://bit.ly/2jrS8K9>

Michael's Raving Fans

"I would **highly recommend** Michael to anyone that has to give a speech. Michael is **the** guy that you have to get and work alongside. I've done a lot of speaking and never had an experience like I did with him to get ready for my Ted X talk. The guy's **amazing**, and I hope to work with him again in the future."

~ Anthony Muñoz, **NFL Hall of Fame**
Founder, **Anthony Munoz Foundation**

"I'm **thrilled with the results** of our work together. Michael **patiently worked with me** to narrow down my stories to a relevant message that tied-in with the theme of the event. I **highly recommend** Michael for presentation skills coaching. He knows how to speak and teach **at a level that few can match.**"

~ Justice Richard Bernstein, **Michigan Supreme Court**

Our attendees were pleased with Michael's ideas about how to develop and deliver a World-Class Story. They left the event with a repeatable process that will help them create stories that will impact and influence others.

Michael helped us to present a **content-rich workshop** that our attendees have come to expect. I **highly recommend** Michael for speech and presentation skills coaching for your group or organization. He knows how to **speak and teach at the world-class level**, which is rare."

~ Darren LaCroix, **CSP** and **2001 World Champion of Public Speaking**
Founder & President, **The Humor Institute, Inc.**

"Investing in Michael is one of the **best investments I have ever made.** I speak on the subject of diversity in the workplace, which can at times be a difficult topic to discuss.

Michael taught me a repeatable process that allows me to create a foundational concept, a logical structure, an opening that grabs the audience's attention, and a conclusion that **encourages my audience to take action** that will save them time and money.

I found Michael easy to work with, flexible with his schedule, and a wealth of information about the art of speaking. If you need to improve your presentation or speech, I **highly recommend you consider hiring Michael.** It is **one of the best investments** you can make in your own growth."

~ Natalie Holder, Founder, **QUEST Diversity**

"Mike has an easy way of working with you that isn't intimidating... Amazing, insightful feedback... My presentations are now far more interesting and result in **additional sales of my services.** No matter what the level of speaking at which you may be performing, **you're sure to improve with Mike Davis.**"

~ Joanne Westwood, **Westwood Virtual Associates, LLC**

"Michael has completely opened my eyes! I'm performing at an entirely new level. I went into my last event with the utmost confidence thanks to him. He even called me the night before with a few last-minute

reminders! If you speak for a living — if your revenue depends on your ability to communicate, you NEED Michael Davis!”

~ Brennan Scanlon, Co-Executive Director, **Business Network International**

“Tonight, Michael Davis and Daniel Matthews presented a program for our NSA chapter on ‘How to Deliver Outstanding Presentations.’

“Boy, did they deliver for us! We are a group of mostly veteran speakers, with a few who are new to the business. Michael and Daniel taught each of us so much that we can use to develop our presentations and how to better tell our stories. We learned how to create our presentations in a better format. There was so much that we can use to **elevate our talks** so that we engage our audience.

I **highly recommend** Michael Davis or Daniel Matthews for your next program.

~ Vivian Blade, President 2014-2015, **National Speakers Association, Kentucky Chapter**

“From the very beginning of time, we have been telling stories. Stories are engaging, motivating, compelling, memorable. That’s why **everyone must read** Michael Davis’ ‘THE Book on Storytelling.’ It is an amazing cornucopia of tips and ideas he has collected over the years from some of the best in the field.

The title says it all. **This is ‘THE Book on Storytelling.’** There are 52 chapters, each a gem. What follows each chapter is a “Recommended Resource.” **This alone is worth the price of the book.** I can guarantee you it is THE best. And I’ve read them all.”

~ Jarold Panas, Co-Author, ‘**Power Questions**’

Michael's Background

When asked how he earned the moniker 'the Storytelling MD,' Michael Davis replies, "Although I greatly admire the work doctors do to earn their MD, I took a different route. I didn't go to school for 8, 10 or 12 years. I have studied public speaking and storytelling skills since 2001. Also, I was born with the initials MD. Combine the two, and you get 'The Storytelling MD'."

Michael's passion for storytelling and public speaking was not obvious early in his life. As a child, he was shy and reserved – not an indication he'd grow up to be a professional public speaker and presentation skills coach.

This is especially surprising because of an incident in first grade that caused so much embarrassment he became afraid of speaking to groups of any size. That experience carried over into adulthood.

As a young financial planner, his seminars about money were poorly delivered. He was given an ultimatum – "Become a better presenter.... or ELSE!!" This stirred up all of his anxieties about public speaking.

Because of that threat, he joined Toastmasters International in 1994. There he quickly discovered a passion for the art of public speaking. He learned that crafting and delivering impactful presentations is a learnable, repeatable skill.

In the years that followed, he became a voracious student of public speaking and storytelling. He also realized that he loves to help others improve these skills. That inspired him to start the company Speaking CPR.

In 2011, Michael earned the designation Certified World Class Speaking Coach. The processes and skills he teaches help you increase your visibility, create more opportunities for advancement, save you time, and may also increase your income.

To keep abreast of new ideas from the speaking world, he works closely with World Champion and Hall of Fame speakers. He also studies the work of Hollywood screenwriters and professional comics to expand his knowledge of presentation skills and offer a unique perspective on these topics. Because of his dedication to the craft, Michael is sought by speakers all over the world.

He has produced audio programs, is a contributing author to three public speaking books, has recently written his first book, 'THE Book on Storytelling,' and presents public speaking and storytelling skills workshops throughout the year.

Michael also works closely with speakers in the Ted X Cincinnati event, and has successfully coached several speakers in Toastmasters International World Championship of Public Speaking annual contest.

Michael is a candidate member of the National Speakers Association (Kentucky Chapter) and a member of Toastmasters International.

If you need a speech coach, workshop leader, keynote speaker or emcee, you are welcome to contact him by clicking the link below: