



Use YOUR Story to Change Lives

What is the purpose of a story?

When asked this question, audiences offer various responses: "To entertain." "To educate." "To inspire."

There is no right or wrong answer to this question. Those responses are good, but there is a deeper reason. You should speak to change the way people Think, Feel or Act (or a combination of these).

If you don't change at least one of these, why are you speaking?

If your answer is, "Well, Michael, because it makes me feel good," please stop! People are too busy today to feed someone's need to be seen and heard.

You've accomplished something important when you provide value to others. Change their perspective, even if you just change the way they think about something simple. It may be an easier way to prepare a meal, a different perspective about an important political issue, or help managing stress. You've helped another person live life just a little bit easier.

Many people feel that, because they haven't achieved anything of significance, they have nothing of value to offer. Nothing could be further from the truth.

In a previous lesson, you learned about the six common emotions. When you tap into those emotions, your audience will feel connected to you. That connection opens them up to hearing - and maybe even using - your message.

A common problem for new speakers is the belief that they need to tell a story wrapped around a message that no one has ever given.

Guess what? That animal doesn't exist. No one, not even the best, highest-paid professional speakers, is talking about a unique subject.



There are many ways I can prove this. One example is the annual Toastmasters International World Championship of Public Speaking. If you watch the winning speeches from the last 20 years, you'll notice something interesting. Many of the winners talk about the same subject.

For example, 1996 Champion David Nottage, 2001 Champion Darren LaCroix, and 2010 Champion David Henderson each referred to the concept of figuratively falling down, and then getting back up.

What made each of those speeches special was that each presenter gave a relatable, heartfelt, and genuine perspective through his own personal story. Each described how he tried to overcome obstacles. The audience could relate because everyone has fallen down at some point and struggled to get back up and keep moving forward.

This willingness to share your failures, flaws, and frustrations will connect you with others much faster than sharing success. Remember, it's a mistake to try to be too perfect, and only show your successes. You've probably seen a speaker who stood up and told how terrific he is, how great his life has been, and how, if you follow his path, you, too, can be great.

When I hear these perfect people, I feel like asking someone to hand me a little white bag, because, I'm gonna be sick. The problem with these speakers is that their story is not relatable.

It's also not believable. These people create a sense of "Well, she's just special," or, "He could do it, but I could never do that."

You know what? You're right. You could probably never do it because he really didn't do it without some struggle. This isn't the kind of story that creates warm and fuzzy feelings.

Don't get me wrong, audiences want to know how you overcame your difficulties. They don't want to hear a long sob story with no positive outcome. They simply need you to connect through your struggles first.

After you've established that connection, you can share your ideas about how to get over the hurdle. Also, if you're sharing stories of overcoming adversity, it's important to



let the audience know you didn't do it alone. Make other people, or a process, the guru of your story. That keeps you on the audience's level, and more closely connected to them.

Ultimately, a good story is about providing hope. You change the way others Think, Feel or Act when you provide hope. They may be struggling financially, in a difficult relationship, or struggling as parents. Your story could give them hope.

To close this lesson, I encourage you to visit You Tube and watch a brief clip called 'You're a Good Poppa,' by Chris Gardner. Chris was the subject of the movie 'The Pursuit of Happyness.'

The clip focuses on a simple phrase, uttered by his son, in a moment when Chris was filled with doubt. It's a powerful moment. As a father, I've had days when I wondered if I've been a good Dad, or a good enough provider. This simple clip reminded me that, 'Yeah, you've done OK.' Thanks for the reminder, Chris. To watch the clip, [click here](#).

RECOMMENDED RESOURCE:

The book '[The Message of You](#)' by Judy Carter.

This is one of the best resources available to uncover your best, most impactful personal stories. It's a step-by-step handbook that teaches you to find the extraordinary stories tucked deep within them.

The book begins with the belief that your greatest speech already exists. it has already been delivered in front of a live audience masterfully and powerfully by you.

Best-selling author and international comic, Judy Carter sets out to prove that **the message of you** is in the advice you give to your friends; in the lessons you teach your children; in the stories you tell your family. It's expressed through the volunteer work you do, the way you run your business, the way you turned your messes into successes.

This is a distillation of all of your experiences, both personal and professional, that form the narrative meaning of your life. A meaning that you can develop into a well-written,



funny speech to inspire audiences, enhance your current profession, and launch a successful money making career as a professional speaker.

To get your copy, [click here](#).

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

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/29nIMrn>

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.

Michael is 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's **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’**

“I just read the whole (‘Sell More With Stories’) collection. Best of the best, it as **a must** for every leader and storyteller!!!”

~ Richar Ruiz, Director of Consulting, **American University**

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. This expands his knowledge of presentation skills and offers a unique perspective on these topics. Because of his dedication to the craft, Michael is sought by speakers all over the world.

He is a contributing author to three public speaking books, and is the author of 'THE Book on Storytelling' and the Kindle book series 'Sell More With Stories.' He 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 the annual Toastmasters International World Championship of Public Speaking contest. He has been a guest expert on the podcasts: 'Speaking of Wealth,' 'Speaker Match Radio,' 'The Sales Whisperer,' and 'The Business of Story.'

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