



A New Approach to Storytelling

Did you see the movie Avatar?

If so, did you see it in a theater?

I'll never forget the night I saw the movie. I'd heard all the buzz, but as I slipped on my 3D glasses, I was skeptical.

Within a few minutes, that skepticism was replaced by awe. Director James Cameron had created a visual masterpiece. It made me feel like I was in the movie. The experience struck me deeply/ When I walked out of the theater, I knew that I want to create that type of experience for my audiences every time I share a story.

Avatar and stories like it are the root of a concept called 3-Dimensional (or 3D) Storytelling.

Like Avatar, 3D Storytelling is designed to create an experience that impacts people long after they hear your story.

The benefit is twofold - It helps the audience, and, it also helps create more opportunities for you. Like a great movie, word will spread and others will want to hear your message.

Unlike the movies, your audience will not be required to wear those obnoxious glasses (unless, of course you want to add that uniqueness of your presentation).

So what is 3D Storytelling?

It's a 3-step process in which you **Discover**, **Develop** and **Deliver** your unique story.

Actually, there is a fourth D...**Depth**. You've already learned concepts to create the foundation for your stories. The remainder of this program will center on the 3D concept.



You'll develop stories with depth that capture and keep your audience's attention throughout. You'll deliver them with depth that makes others feel as if they are part of your story.

The end result of this process is a deeper, more impactful message. You'll also experience increased feelings of confidence, creativity and conviction in your ability to develop and deliver stories. This will lead to improved leadership abilities, faster advancement for your career, and higher income.

How can I make this claim?

I've seen it work. The process has propelled my career and the careers of my mentors. If we did it, so can you.

One other benefit of this program is that 3D Storytelling is a repeatable process.

Many coaches today will help you create a speech. If you need help with another speech at a later date, you can rehire that coach again. There's nothing wrong with this approach, but do you want to be dependent on one other person to create every new speech?

The 3D approach is similar to the proverb "Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime". Fortunately, the process doesn't discriminate, women will benefit, too.

You are about to learn a format that you can repeat over and over.

So let's dive in. In your next lesson, you'll be introduced to the first dimension of 3D Storytelling, Discover your story.

ACTION STEP: Your assignment this week is to watch at least two movies or TV shows that you enjoy. Or, review a couple of your favorite books.

See if you recognize repeatable patterns in these stories – plot structure, theme, or genre are just three of the many types you may recognize. Patterns which appeal to you may serve as keys to your stories.



RECOMMENDED RESOURCE:

Your resource this week is to visit YouTube. Watch short speeches with stories that create an experience for the audience. Notice how each speaker masterfully wraps his story around a foundational message. Here are links to the stories

Randy Harvey – Lesson from Fat Dad: [click here](#)

Zig Ziglar - Attitude Makes All the Difference: [click here](#)

Presiyan Vasilev - Changed By a Tire: [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/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.

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.