



The Heart of Your Story

Picture this scene....

A speaker, after diligently preparing and practicing a content-rich speech, presents to her audience. She confidently shares her information and stories, and then concludes to....scattered, polite applause.

What happened?

She described her characters, the circumstances they were in, and talked about the changes they went through. She even told the audience how they would benefit from the main message.

Unfortunately, this is not an unusual result. No matter how much work and preparation has gone into the material, it's all for naught if the delivery is not up to par.

That's why this next World Class tool is critical to story development. Some of the best speakers in the world believe that it is the heart of storytelling. That tool is...

Dialogue.

Think about most stories you hear. Doesn't the speaker usually give you a 'report'?

For example, "John did this" or "Sally said that."

This is considered to be speaking in *monologue*. In other words, you're giving the details of a story, much like a reporter.

Dialogue is **sharing the story from the perspective of the characters involved - *in their voices***. The impact on the audience between the two is very different.

Consider two descriptions of the same story, one in monologue and one in dialogue:

Version 1: Janet was visiting with her client Mary, who was elderly and lived alone. She told Janet how much her new flooring meant to her. Janet seemed surprised; after all, this was floor coverings, not major surgery. Mary explained that, at her age, little things like floor coverings make all the difference in your life.

Version 2: Janet was visiting with her client Mary. “Janet, I can’t tell you how much my new floor means to me. You have changed my life.”

“Mary, that’s very kind of you. But, really? It’s only floor covering”

Mary said, “Oh honey, you don’t understand. I’m 87 years old. I live alone and I don’t get out much anymore. I’ve lived in this house for 46 years. When you have to look at the same worn out floors and rugs all the time, it’s depressing. Now, when I walk into my family room, I feel good. It’s beautiful, and clean, and it just makes me happy. When you get to be my age, you’ll understand”.

Of the two delivery styles, which one makes you feel more like you were in the scene?

If you said number 1, go back and listen again. Or maybe I need to do it just a little bit better.

Obviously, option 2 is the correct answer.

But why?

When you re-tell a story, as in version 1, you’re giving an outsiders view. The information *is* factual, and it may create a picture in the listeners mind, but it doesn’t emotionally pull them in. It’s more of a left-brain approach.

When you use dialogue, as in version 2, the story comes to life. You’re engaging more of the audience’s imagination, more of their right brain. Say the line from the point of view of the characters, and your audience feels as if they are in the scene.

This feeling is enhanced when characters describe details. For example, in just a few short sentences from Mary, you learn these facts about her:

- She’s 87 years old
- She lives alone
- She’s lived in the same house for 46 years
- She doesn’t get out much
- Clean and beautiful floors are some of those ‘little things’ that are very important to someone her age.

You learned all of that in 106 words of dialogue!

This is much more effective and it creates a deeper connection than reporting the facts, as in, “Mary is an elderly woman. She lives alone. She loves her new floor coverings.

Don't make the mistake that many speakers make. Avoid being a reporter. Give your story in dialogue. You can easily stand out from most storytellers if you will employ this one tool.

It will add life to your stories, and turn them into an experience which your audiences will not soon forget.

ACTION STEP: As you create interaction between your characters, look for every opportunity to turn monologue into dialogue. The more details your characters can give through this dialogue, the more of an experience you will create.

RECOMMENDED RESOURCE: The book ‘The Writers Journey: Mythic Structure for Writers’ by Christopher Vogler. Mr. Vogler is a well-known Hollywood screenwriter who has thoroughly studied the history of mythology and stories.

He offers insight into why movies like Star Wars and Titanic share common threads with stories told throughout human history. This is a great read to understand common links of stories that survive through the ages.

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

See below for additional resources...

Other Recommended Resources

1) '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>

2) '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>

3) '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>

4) Your Weekly Dose of Public Speaking Medicine

Pick up insider secrets about public speaking. I've bottled up the wisdom gained from Hall of Fame and World Champion public speakers, business leaders, comedians, an award-winning Las Vegas headliner and a highly-sought Hollywood script-writing consultant. Their unique ideas are presented in content-rich, easy-to-implement videos.

Devote five minutes per week to these videos. You'll pick up World Class public skills that enable you to create speeches that hold audiences in rapt attention, gain their trust, and compel them to take ACTION!

This series of videos continues on a weekly basis. You'll receive a weekly notification that the latest video has been posted to You Tube. This is a manageable dose of in-depth content that enables you to build one skill upon another.

These videos are absolutely FREE! To watch the first video, and subscribe to my channel, [click here](#).

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**

"Michael Davis **exceeded every expectation** and was **one of the best coaches** I ever worked with. His quiet professionalism, and unsurpassed knowledge of storytelling helped make my Ted X Cincinnati talk **extremely powerful**.

I would recommend Michael, as a story and speaking coach to **anyone with a high stakes talk to give**. Michael will help you take your speech from **good to great!**"

LTC (Ret.) Scott Mann
Green Beret, Storyteller, Trainer, Coach, Author

"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, "I greatly admire the work doctors do to earn their MD. But, I took a different route. I didn't go to school for 8, 10 or 12 years. I've studied public speaking and storytelling skills in-depth 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 discovered 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 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 podcasts like: 'The Business of Story' 'Speaking of Wealth,' and 'The Sales Whisperer.'

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