



Note: Quickly improve your storytelling skills in our next complementary webinar. For details, and to register, visit: bit.ly/2fRtaQF

How to Connect Your Audience to Your Characters

You've heard the speaker who attempts to recreate conversations between characters, or tell you what someone else said, and not truly convey the emotion of those people.

You've heard examples of this in previous lessons from this course.

A couple of examples:

I told my brother "I'm really angry that you took my car without asking me."

Or, "When I heard I had earned a \$10,000 bonus, I was so excited"

Really?

Somehow your voice isn't quite conveying that emotion.

To help create that 'You are there' feeling for the audience, there are three key vocal characteristics you can use. These will put the emotion of the moment into your story. As an added benefit, the listener will gain more insight into the personality of your characters. They'll feel as if they know them a little better.

For each of these characteristics, you'll also hear a suggested exercise you can use to practice. To do this most effectively, pick a passage from a favorite story. It's better if the passage has dialogue, because you'll be able to practice variations of dialogue.

The first characteristic is **Volume**. This is the first key to creating a deeper connection with your audience. Most presenters speak too low. The loudness or softness of your voice can make a big difference in how the dialogue is interpreted.

Scenes can take on different meanings based on volume. For instance, excitement tends to require louder speech; sadness usually leads to lower volume.

[softly] “I just feel so down about my friends losing their jobs!” is more believable than [loudly] “ I just feel so down about my friends losing their jobs!”

Some emotions can create both higher and lower volume. Again, the situation will dictate. Anger is an excellent example:

“I said get over here” [loudly] and “I said get over here” [softly] can both denote anger, but convey different types.

Exercise: *The Roller Coaster.* This is useful to prepare your vocal chords for higher and lower volume. An example I often use is part of the Gettysburg Address:

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Take it up and down to get your voice used to going up and down.

The second key to deeper connection with your character is **Rate** at which they speak. Like volume, emotion will dictate the rate at which you should speak.

A person who is nervous will usually speak quickly. One who is confused will talk more slowly:

[Slowly] “I’m just so bummed out that I’m not going to get to go on that trip” is more believable than [Fast] “I’m just so bummed out that I’m not going to get to go on that trip”

As with volume, some emotions can create both quick and slow rate. From the previous example, anger can be expressed both ways. “I said get over here” [Fast] and “I said get over here” [Slow] can both denote anger, but convey different types.

Exercise: *Read your passage at both slow and fast rates.* This will prepare you to vary your speed and adjust according to the needs of the scene.

The third characteristic is **Tonality**. There’s an old saying. ‘It’s not what you say, but how you say it.’ This is the tonality aspect of speaking.

Your tone dictates the meaning of the words that you speak. In the following example, I’ll repeat the same sentence 5 times, with emphasis on a different word each time. Consider if the meaning changes with each version:

“I didn’t say she’s alone.”

“I **didn’t** say she’s alone.”

“I didn’t **say** she’s alone.”

“I didn’t say **she’s** alone.”

“I didn’t say she’s **alone**.”

Can you see how the change of tone of one word in a sentence changes the meaning?

The same five words were used each time, and there are five different meanings for the sentence.

Exercise: *Choose one sentence from your story and change the emphasis of each word. Get a feel for which ones should be emphasized to ‘sell’ the emotion of the line.*

Your voice. It can connect your audience deeply with your characters, or alienate them. If your delivery doesn’t match the mood or emotion of the scene, people will not ‘buy’ your message.

They might not consciously know why; they’ll just feel as if something isn’t quite right with your story. When you give proper voice to your characters, you’ll create an experience that will make your story more memorable, and drive your core message deep into the hearts of your listener.

ACTION STEP: Use the exercises in this lesson to better communicate your message through dialogue. With practice, your volume, rate and tonality will improve, and the audience will feel as if they know each of the characters in your stories.

An additional exercise is one I learned from a local singer, Greg Anderson. Greg has been singing in rock bands in our city for over 30 years. He recently suggested I hum my speech to warm up my vocal chords. And I’ll tell you, it works. A word of warning... This sounds and feels ridiculous. [Humming].

RECOMMENDED RESOURCE: The audio program entitled, ‘The Sound of Your Voice,’ by Carol Fleming. There are several good programs available on Amazon that can help strengthen the power of your voice. I like this one because there are various exercises that are easy to use. You’ll also pick up useful information about how to take care of your vocal chords.

[Click here](#) for more information.

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

Other Recommended Resources

COMPLEMENTARY REPORT: 'Are You Committing These 7 Common Storytelling Mistakes?'

The ability to tell business stories that inspire action can be your most valuable business asset. World class presenters often use storytelling 'tools' that are subtle, but make a huge difference in how you experience their narratives.

It takes a combination of skills to craft and deliver stories that make an impact. Likewise, it takes several mistakes – some blatant, some not obvious – to create a forgettable storytelling experience. There are seven common storytelling mistakes that are difficult to spot, but can be overcome.

To discover these common mistakes, download your complementary copy of the report:

'Are You Committing These 7 Common Storytelling Mistakes?'

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

'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>

'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>

'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>

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](#).

Are You Committing These 7 Common Storytelling Mistakes?

The ability to tell business stories that inspire action can be your most valuable business asset. World class presenters often use storytelling 'tools' that are subtle, but make a huge difference in how you experience their narratives.

It takes a combination of skills to craft and deliver stories that make an impact. Likewise, it takes several mistakes – some blatant, some not obvious – to create a forgettable storytelling experience. There are seven common storytelling mistakes that are difficult to spot, but can be overcome.

To discover these common mistakes, download your complementary copy of the report: **'Are You Committing These 7 Common Storytelling Mistakes?'**

To receive your copy, [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



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 speaker and public speaking coach.

As a new financial planner, his seminars were poorly delivered. He was given an ultimatum – “Become a better presenter.... or ELSE!!” 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. He also realized that he had a gift to help others improve these skills. That inspired him to start the company *Speaking CPR*.

To keep abreast of new ideas from the speaking world, he works closely with World Champion and Hall of Fame speakers. He has developed relationships with other experts - a leading Hollywood scriptwriting consultant, professional comics and an award-winning Las Vegas headliner. They've expanded his knowledge of speaking and presentation skills. 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, as well as the new book 'Living a Wealthy Life.' Michael is the author of 'THE Book on Storytelling' and the Kindle book series 'Sell More With Stories.' He's been featured on podcasts like: 'The Business of Story,' 'Speaker Match Radio,' and 'Speaking of Wealth.' He has spoken for many groups, including: General Electric, Johnson & Johnson, the Ohio Association of Community Health Centers, and the Greater Cincinnati Human Resource Association.

Michael also works closely with speakers in the Ted X Cincinnati event, and has successfully coached competitors in the World Championship of Public Speaking.

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

He lives in Blue Ash, Ohio with his family and boss of the house, Sky the Chihuahua.