



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

## Listen, The Audience Is Talking To You

A common belief about speaking is that the presenter is giving a monologue.

Makes sense, right? One person speaks, tells a story and the audience listens.

The reality is that storytelling is a conversation. Not in the traditional sense, when different people take part. I'm talking about the unspoken dialogue between speaker and audience members.

Unspoken dialogue means the attention people give you during your story - the expressions on their faces and their body movement. Other communication includes participation in activities, responses during Question and Answer period, and laughter.

Your communication with an audience actually begins before you speak. It begins when you get to the venue where you are presenting, and interact with the first person you meet.

Every person you meet is 'sizing you up,' determining whether or not you are approachable and likable. It's important to be pleasant, respectful and converse with as many people as possible before you speak.

As you learned in Week 16, your introduction is a great tool to learn about your audience. Watch and listen to their responses as your introduction is read. They'll tell you whether they are alert, bored, ready to laugh, and many other things. This information can help you adjust your delivery style as you walk to the front of the room.

Once you begin speaking, it's important to pay attention to what people are doing. Watch for the obvious – people checking their cell phones, reading their tablets or even chatting. If several people are doing this, it's up to you to change your delivery to regain their attention.

On the other hand, if they're carefully listening to you, not distracted by phones or tablets, or other people, you have their attention.

In addition to watching them, also listen for sounds of disinterest or distraction – clearing of the throats, rustling of papers, and constant shifting in their seats. Again, if several people are doing this, it's up to you to change your delivery to pull them back in to your world.

If you're hearing dead silence after you make your key points, laughter after the humorous lines, or sounds like “Hhmmm” or “Wow” after your ‘aha’ moments, you've got them where you want them.

If you don't seem to have their attention as much as you'd like, the best way to change your delivery is to use.... silence. In Week 36, you learned about the power of the pause. Silence will help you gain their attention, as well as give you time to adjust.

Another part of your presentation that will give you feedback is their responses when you ask questions. If they don't participate, make sure you're not confusing them.

This was an issue I had to deal with for years. I could often diffuse the situation and get them interested by saying, “By the way, this is the audience participation part of the program.” But that becomes a little clichéd, so be careful.

You can set this up by setting up your questions with a phrase like, “I'm curious, what would you think if....” or “If you were in this situation, how would you react...” Those are cues that let them know it's OK to respond.

One other way to improve the communication with your audience is to prepare them to respond. One effective way to do this is a tool called the ‘Discuss and Debrief’ method. This involves breaking your audience into groups of two or three. Ask them to talk about what they've heard in your talk that they can use immediately.

After 3 or 4 minutes, bring the group back together and ask them to share their ideas with everyone. This works because they've been prepared to talk by their one-on-one conversation. They're much more likely to open up in a bigger room if they've had the opportunity to discuss ideas in a smaller group. I've found this to be an effective way of creating audience involvement.

Additionally, their responses will tell you what parts of your story stuck with them and had the most impact.

Speaking and storytelling is not a monologue. It's a two-way dialogue with your audience. Even before you speak, they're communicating with you. This communication continues until the end of your presentation.

The next time you tell your story, listen. The audience is talking to you.

**ACTION STEP:** Test the ideas you picked up in this lesson. Listen for the auditory responses the audience is giving you. Watch their actions and determine if they're engaged or disengaged from your presentation.

**RECOMMENDED RESOURCE:** The audio program, '*Connect with any Audience.*' This CD set features six World Champion speakers. They discuss various tools to connect with your audience. These champions have traveled the world and spoken before audiences of all sizes and makeup. Their tips are invaluable.

To invest in this program, [click here](#).

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

**Additional resources below:**

## 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.