



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

How to NOT Ruin Your Delivery

Do you want to be a storyteller that is remembered, someone who touches lives and changes people for the better?

Then it's time to use the delivery tools you've learned. It's time to...Practice!

To many people, this is a dirty word. It may not always be fun, but it is the one action that separates the great from the mediocre and the unforgettable from the forgettable. In the words of singer Jackson Browne, "You can't hire someone to practice for you."

This point was driven home in the 2013 World Championship of Public Speaking. The winner, Presiyan Vasilev, practiced day and night every day for 3 months on his winning speeches. I don't know about the other competitors, but that amount of dedication can make you a champion.

Before you dive into your practice, there are three common mistakes you should avoid. These ideas were given to me by my mentor, Craig Valentine. They are relevant at this part of the Storytelling course:

Mistake Number One: *Rehearsing in front of a mirror.*

Your rehearsal should be as realistic as possible. When you speak to others, will you be looking at yourself in a mirror?

No, you will be looking at them. Therefore, in your rehearsal, look at your imaginary audience and not at a reflection of yourself.

Talk to your pets. I've given many speeches to my dog over the years. I know I'm on the right track when she wags her tail. If she looks away, I know I've got work to do.

Talk to bushes in the backyard, or pin pictures of people on the wall. Give yourself something to look at.

Another reason to ditch the mirror is that it puts the focus on you. By this point, you know that it's not about you. It's about them. As Craig has told me, "You can either look at your own reflection, or get the audience to reflect, but you can't do both."

Great storytellers choose audience reflection.

Mistake Number Two: *Always starting from the beginning*

This is how many speakers rehearse. Assume they're preparing for a 30-minute speech. They start rehearsing and, 10 minutes in, life interrupts. They stop the rehearsal.

Once the interruption is over, they go back to rehearsing. Where do you think they start?

At the beginning. They'll continually go back to the beginning, and it will get much more attention than the middle and the conclusion of the story. This is what Craig calls a Slope Speech. It starts off on a high and slopes downhill.

To avoid your own slope speech, practice in modules. For practice sake, break your story into three parts, the opening, the body, and the conclusion. If possible, break the body into smaller parts also. That way, if your practice time gets cut, you can just jump into the next module the next time you have an opportunity to practice.

Mistake Number Three: *They don't move as they will when they present to an audience.*

Rehearsal isn't just about memorizing words. It's about internalizing the story you'll share. Some call this 'owning the story,' so you don't have to think about it...it simply flows out of you.

What many people often overlook is that movement helps internalize their message. For example, if you're presenting a timeline story, practice delivering various parts of the story in the same timeline fashion you'll give to the audience.

If you're addressing a particular character, go to the part of the stage where you want to 'anchor' that character. A benefit to this is that movement helps your memory. This is the concept of 'muscle memory' that many athletes talk about. Craig has told me that "There's something to be said for muscle memory improving your message memory."

When you rehearse, it's important to move like you will move on stage. Imagine your audience as if they're really there. 'See' their reactions and react to those. Make it as real as possible.

Avoid these three common rehearsal mistakes, and you'll increase the chances that

you'll feel as if you're at home the next time you step onto a new stage in front of a new audience.

ACTION STEP: Rehearse your story using the concepts learned in this lesson. Try one concept for at least 3 presentations, then add another. In a short amount of time, you'll be rehearsing in a way that gets you fully prepared for the presentation of your next story.

RECOMMENDED RESOURCE: Craig Valentine's program 'Dynamic Delivery Devices.' In this series, you'll discover the keys to presenting your speeches and stories Craig has learned from the best speakers in the world. These lessons will shave years off your learning curve.

To order 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.