

Storytelling Mastery

How to Go From Dull to Dynamic Overnight

MODULE 1

7 Benefits of Being a Memorable Storyteller

1. Stories _____ and _____
2. Stories _____ from your competition
3. Stories create _____ with prospective clients and _____
4. Stories help you ‘ _____ ’
5. Stories give _____ to your presentations
6. Stories give prospective clients the _____

7. Stories open up _____

MODULE 2

5 Biggest Storytelling Mistakes, And How to Avoid Them

1. There is no _____ to the story
2. The beginning of the story is filled with _____

3. The Main Character is also _____
4. There is no _____
5. The presenter fails to show _____ of the
Main Character after _____

MODULE 3

3 Myths and 3 Truths About Storytelling

MYTH #1

Great Storytellers are _____

TRUTH #1

Great Storytellers are _____

MYTH #2

"I Don't Have Any _____"

TRUTH #2

You Are Sitting on a Storytelling ' _____ '

MYTH #3

My Subject is _____ for Stories

TRUTH #3

Technical Information Needs _____

Storytelling Mastery Model

<Main Character> was <Describe everyday life>.

But then, <Introduce inciting incident>.

<Main Character> decided to pursue <New Goal>.

But then, <Main Character> had to overcome <Introduce obstacles to the Goal>

Along the way, <Main Character> met <Guide> who provided wisdom and insights to overcome the obstacles.

Eventually, <Main Character> overcame the obstacles and <achieved the goal>.

Because of that, <Main Character> now lives (Describe the **New Life and Beliefs/ Feelings**>.

EXAMPLE:

Patti was **wrapping up another meeting of her Foundation**. She was approached by a **member of the local Chamber** who **asked her to be the keynote speaker at their annual dinner**.

Patti accepted because she knew this **could help promote the Foundation**. But almost immediately regretted her decision. She started writing her speech but **the more she wrote, the more frustrated she got**. It was confusing, too long and her Board felt that she was going to fail.

Members of the Chamber suggested she **talk to me**. **And we decided to work together**. After three months, I told her that we should stop working together because she was **getting too distracted and wasn't doing the work**.

After careful consideration, she told me that she wanted to keep working together and that she would **commit to doing the work on a timely basis and not go off track**.

On the night of her presentation, **Patti** got a **standing ovation**. More importantly, people **donated money and time to her foundation**.

One year later, **Patti** tells me she is **speaking often, looks for opportunities and now loves speaking** because she has raised over \$1 million for a local Boys & Girls Club.

What is Speaking CPR?

We help you take the guesswork out of speeches, presentations and business stories so you can become a **more confident and impactful** communicator.

With our **Influential Speaking, Influential Storytelling** and **Influential Online Presentations** blueprints, you'll gain the confidence to create sales presentations, speeches, seminars, networking messages or marketing materials that get results in-person and online.

Who is Michael Davis?

When you hire a coach, trainer or speaker, do you want someone who has experience and expertise?

Michael Davis's work is focused on helping you attract more clients, create more efficient teams and increase your influence through more effective speaking, business storytelling and online presentations. He helps experienced speakers, entrepreneurs, and sales professionals confidently deliver memorable and meaningful talks of any length, even on short notice.



His passion for effective presenting was born on a desk when he was in first grade. He was being punished for breaking a class rule. The embarrassment of being ridiculed by his classmates kept him from effectively presenting for the next 25 years. This didn't change until the day his boss told him, "Either get better at giving presentations or we've got to let you go!" That motivated Michael to deal with his fear. With the help of mentors he met through Toastmasters and the National Speakers Association, he discovered the skills and tools to manage his fear, become an effective speaker and uncover his talent for training others to become world class presenters and business storytellers. And he continues to learn more about the craft every day.

His training and coaching programs focus on the fundamentals of speaking and storytelling that enable you to develop presentations that connect with every audience, deliver them in an authentic style and create a call-to-action that gets tangible results.



Michael is a highly-sought presentation skills coach, author and speaker. He has trained business leaders, sales professional, professional speakers and TEDx speakers on four continents to deliver talks that have been viewed over 3 million times. He is also a faculty member and coach at Stage Time University and Rooftop Leadership.

He currently lives in Blue Ash, Ohio with his family, and the overlords of their house, Sky the Super Chihuahua and her underling, Riley the Mini-Chihuahua.