



SELL MORE WITH STORIES
HOW TO GAIN TRUST
WITH YOUR "WHY" STORY

THE FOUNDATION FOR
LONG-TERM CLIENT RELATIONSHIPS

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THE STORYTELLING MD
AUTHOR OF
"THE BOOK ON STORYTELLING"

Sell More With Stories

How to Gain Trust With Your WHY Story

by Michael Davis, *the Storytelling MD*

author of *THE Book on Storytelling* and the *Kindle book series*
'Sell More With Stories'

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Other Books by Michael Davis

THE Book on Storytelling

Sell More With Stories: How to Create Interest in 60 Seconds

Sell More With Stories: How to Create Curiosity in 5 Minutes (or Less)

SELL MORE WITH STORIES

How to Gain Trust With Your “WHY” Story

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SELL MORE WITH STORIES

How to Gain Trust With Your “WHY” Story

PREFACE

One month ago, Nicole Jeffries’ life changed when she met communication skills expert, David Michaels. He introduced her to a new way of selling - *Sell More With Stories*. It has radically changed her business and her life. She is seeing more qualified prospective clients. Her meetings are more enjoyable. She is consistently laying the groundwork for long-term, meaningful business relationships.

On a warm May morning, Nicole and David are seated at their favorite local cafe. After discussing their upcoming weekend activities, David asks Nicole, “How are you doing with your *THEN, NOW & HOW* story?”

Nicole replies “David, I think I'm doing well. Do you mind if I share it with you?”

“Oh please do. You know me, I love stories,” David says with a big grin.

“Great, let's do it like we did last time with the *60-Second Story*. We'll role play -- pretend we're at a Home Builders Association meeting. I've just given you my *60-Second Story*. You've just asked me ‘How do you do that?’ Let's pick up from there, okay?” Nicole suggests.

David concurs. “Sure, fire away.”

Nicole continues, “David, I appreciate you asking. The best way to explain how I work is with a quick story. I was meeting with Frank and Jackie for the first time.

“Early in the conversation, Frank said ‘you know, Nicole, we're here because we're fed up! We both work a lot of hours. I put in at least 60 hours a week in my construction company. Jackie's working 45 hours at the hospital.

‘It feels like the more we work, the less money we keep. We've got two kids almost in college. Our daughter René wants to be a doctor. Our son Roger wants to go to law school. I don't have to tell you how much money that's going to cost!’

I said, "I know from the work we've done with other clients. It's costly and getting worse.'

"He continued, 'What scares us the most is we don't think that we can get our kids through college **and** have the retirement that we dream about. I'm 46 years old now I can't keep working at this pace for the next 15 to 20 years!

"If we're lucky, we'll retire at 65. But, we just don't see how. We know we haven't saved enough. With the ups and downs of the construction business, the company might not be worth what we need when it's time to sell.

I said, "I can tell how upsetting this is to you, Frank."

"He looked at Jackie, and said, 'It's putting a strain on our relationship. We're frustrated. We're stressed. I love my wife, Nicole. We don't want to feel this pressure, but it's starting to build up to a breaking point. Can you help us?'

"The interesting part about their situation was that they had worked with other financial advisors, but they still felt all of that frustration," Nicole says.

Grimacing, David says "Boy does that sound familiar!"

Nicole continues, "About a year later, Frank, Jackie and I met again for our annual review. Jackie said, 'Nicole, I can't thank you enough for the work that we've done together. It's only been a year, but we feel so much better.

'We told you in our first meeting we've worked with other financial people. Most of them just sold us products. We never felt like they understood our concerns.

'You're different. You've taken the time to talk with us. We've never felt rushed, or sold to. You've been patient, really listened to us. We also feel like you have our best interest at heart.

"At this point Frank chimes in, 'She's 100% right, Nicole. I've been in business a long time. I can't stand working with people who have an agenda and don't listen.'

"He then said, '**That** is one of your strengths. We really appreciate how well you listen to us. We're so happy with you, I've got a couple of friends I want you to meet. I've already told them about you.'

“I said, ‘I really appreciate that, Frank. I will be happy to meet with them.’”

David nods his head, obviously impressed. “Wow, Nicole that’s.... that’s pretty impressive. What a big turnaround in one year. How did you do that? How did they make such a drastic shift in their financial situation and their relationship?”

Nicole smiles at David and says, “You know, that's an excellent question, David. There's a lot of backstory to that.

“Since this is a social event, I don't want to take all your time tonight with a long story. I'm sure there are other people you want to talk to here. If you're really interested to know more, why don't we get our calendars out? Let's set a time to get together over coffee.’”

David, not yet ready to commit, says, “I *might* be willing to do that, but I'd like to know a little more about what you did for them.”

Nicole smiles. “I understand. I'm not trying to be evasive. I want to respect your time.”

“I appreciate that,” David says in return. “Just tell me a little more.”

“Fair enough. What we did was go through a process. We discussed their issues and concerns, kind of like the first meeting with a doctor to diagnose a problem. I wanted to understand all of their long term worries and desires.”

“Makes a lot of sense,” David says with a nod.

Nicole continues, “Then we took a look at their cash flow, their income, their expenses, and their savings and investments. We worked to protect their current lifestyle, and balanced that out with long-term savings and family protection. Everything they'd done before was piecemeal - nothing had been coordinated.

“It was like working with one doctor who was prescribing medicine for asthma, another for diabetes, and yet another for high blood pressure. Their advisors weren't communicating to make sure their overall financial health was being looked after.

“Once we got a coordinated plan in place, we took a step-by-step approach to ensure that one part of the plan didn’t conflict with another.”

With a smile, David pulls out his phone, and says, “Nicole, I’m sold! Let’s get together. I’m really intrigued by the way you conduct business. Who knows, there might be some basis for us to work together.”

David stops the role-play at this point. “Nicole, that was fantastic! You’ve clearly been doing the work. How many times did you share that in the last two weeks?”

“It’s interesting, David. I only did it six times.”

“What were the results? How many people agreed to meet with you for an initial consultation?” David asks.

With a big grin she said “Four.”

“Out of six people, four immediately set a meeting with you for a one-on-one talk?” David says.

“Think about that. When we first met, you were lucky if one out of twelve people would *consider* a one-to-one meeting with you. After sharing the 60-Second talk with them and your THEN, NOW & HOW story, you’re getting four out of six to **commit** to meetings.. Nicole, look at how much you’ve improved in just a month.”

With a huge smile she says, “I know David, I’m so excited! I realize I’m not going to get everyone. I wish I would have gotten all six. But, I realized something important while practicing THEN, NOW & HOW.”

“What’s that?” he asks.

“I don’t need to do business with everyone I meet. There are so many people who need what I do. If someone isn’t interested on-the-spot, I’m okay moving on to the next person,” she says.

David smiles broadly at Nicole’s epiphany.

“Also,” she continues, “I realize I don’t have to talk with so many people at every event. Before, it felt like I had to rush to get from one person to the next. I’m sure that made me look like I was just another salesperson, trying to get my business cards to anyone in my path.

“Now, I’m having real conversations. I *feel* the difference, and I’m sure the other people do too.”

David says, “Nicole, I’m really proud of you. You’ve crossed the threshold from selling to establishing long-term relationships. You’re communicating and listening. Feels great, doesn’t it?”

“Are you kidding me?” Nicole says with a smile. “I feel so much better about what I do, especially the part about meeting new clients.

Enthusiastically, she asks, “So, what are we covering today?”

A NEW WAY OF CONNECTING

David replies “You're going to learn the third part of the *Sell More With Stories* process. You'll use it at the beginning of your initial one-on-one meeting.

“Tell me, Nicole, how did your company train you to interact with a client in your initial meeting?”

She answers, “They taught us to engage in small talk - they call it rapport building.”

“Ahhh, yes,” David nods. “They probably suggested you find something in the person's office or home - like pictures, awards or plaques - and talk about those.”

“Well, yeah, as a matter of fact, that's exactly what they told us,” she replies. “I take it by the look on your face, that's not good.”

Now with a slight smile crossing his lips, David says, “It's not a question of good or bad. It's more of ‘been there, done that.’ It's cliché, and a lot of people today see it as a sales tactic. Remember, when you act like other salespeople, how do you think prospective clients will label you?”

With laughter, Nicole replies, “Like just another salesperson.”

“Exactly,” David concurs. “You earned this first meeting by being different in your networking or social event. But, you're still a virtual stranger to this new potential client. This person's radar is still on ‘high alert,’ waiting for you to act like a salesperson. You have to be different from the start, or this meeting will go nowhere.”

“I take it that this is the point where you use the third type of story?” Nicole asks.

With a chuckle, David replies, “Sure is. The concept is called your *WHY* story. I got this idea a couple of years ago after reading two excellent books: *Start With Why* by Simon Sinek. You may have heard of him.”

Nicole interjects, “Yeah I think I've seen his [TED talk](#). He's really good. If I remember right, it has to do with telling people *why* you do what you do. You should do that before you tell them how you do it.”

David answers, “Very good. That's the essence of it. Most salespeople get caught up in “who we are” and “what we do.” The other person doesn't want to hear that - at least not in the early parts of your conversation.

“Remember our dating analogy,” David continues with a smile. “It's like the other person talking all about himself without pausing to ask about you.”

“Oh,” Nicole says with a groan, “been on way too many of those dates.”

David smiles sympathetically. Continuing his previous thought, he adds, “The other book that inspired this idea is *Story-Based Selling* by Jeff Bloomfield. One of his foundational premises is to start your first meeting by sharing your *WHY* story.

“Remember when we talked about the second half of the statement “People buy from individuals they know, like and trust?”

After thinking briefly, Nicole says, “Yes. You said we need to connect. And stories are the way to connect.”

“Precisely,” David says. “It's different, it's quick, and it's relatable. It opens the door to meaningful conversation right from the start. It certainly makes you look - and feel - different to the other person. It's a lot less fact-based, and more emotional.”

“Remember, prospective clients don't care about how you do what you do *until* they know that you understand their situation, They want to know that you offer solutions to their problems.”

“That sounds a lot like what Frank and Jackie told me in the story I told you earlier. They were so happy that I took time to listen. They felt like I understood them,” Nicole adds.

David says, “That's what **every** client wants, Nicole. They may not say it, but that's what they crave.

“The next step in the process is to tell a story that has nothing to do with how you conduct business or who your company is.

“As we go through this third story, Nicole,” David starts, “keep in mind the foundational principle we talked about when we first met - Questions are the key to effective selling. Keep asking questions to uncover what your client needs.”

Nicole enthusiastically says, “I’ve been working on that. It’s a new habit to learn, but I find that I enjoy the process more when I get to know them better.”

“That’s been my experience, too,” David says. “With that said, we eventually have to answer their questions. Share stories that give them insight into who you are. Tell them **why** you do what you do.

“Just like we’ve done before, I’ll share a story and then we’ll break it down so that you understand how it works.”

“Great!” Nicole says.. “I love listening to your stories.”

USE YOUR *WHY* TO DEEPEN YOUR CONNECTION

David takes a sip of his tea, and then continues. “As I mentioned before, I tell my *WHY* stories at the beginning of the first one-to-one meeting. Keep in mind there are several you can use. Depending on circumstances, this can be two minutes to five minutes in length.

“What I typically say at the beginning of the meeting is something like, ‘Joan and Byron, I have several questions to ask you about your situation. I’m sure you have several for me. Before we delve into those, my clients have found it helpful when I take a couple of minutes to share some background.’”

Smiling, he continues, “At this point, Nicole, they’re expecting the same litany of background and accomplishments that every other salesperson has told them. Instead, what I tell them is this:

“It was August 2001. A typical steamy afternoon in Cincinnati, Ohio. My Dad and I were standing in the crowded front lobby of a Friday’s restaurant. There was a wait to be seated. You could smell the sweet barbecue sauce drifting out from the dining area. Sweat was rolling down my back.

“While we were talking in the lobby, a man in his late 30’s walked up to Dad. He was wearing a black tee-shirt, blue jeans and white Nikes. He said, ‘Mr. Michaels, I’ve been looking for you.’”

“Dad looked caught off guard. He looked at the man and said, ‘Can I help you?’”

“The man said, ‘You already have! My name is Craig. You probably don’t remember me, but, you were my 8th-grade biology teacher back in 1975.’”

“Dad replied, ‘I’m sorry Craig, I don’t remember.’”

“Craig smiled and said, ‘That’s OK, Mr. Michaels. I just want you to know that was a tough time for me. Not just because I was going through puberty. My family was struggling, too. You helped me find a confidence I never knew I had. AND, your class set me on the path to getting a job in the medical field. I’m a doctor now.’”

I could see in Dad's face that he was thrilled. "Craig, that's fantastic!"

"Craig said, 'I've been hoping to run into you so I could say 'Thanks!'"

Dad said, 'Thank YOU, Craig. You just made my night!' With that, they shook hands and Craig walked away."

"Wow, David! That's amazing!" Nicole exclaims.

David continues, "I was just beginning to speak professionally around that time. But I realized that if I speak for the right reasons, I could leave a lasting impact on people.

"My Dad was a terrific teacher. He had the ability to lift people to a higher level of accomplishment and confidence, even higher than they realized they could go.

"The reason I do what I do is because I want to do the same for others. I happen to do it as a speaker, coach, and author"

Nicole, impressed by what she was hearing, says, "That's so cool, David!"

He responds, "Thanks. I'm curious, Nicole. How do you feel after hearing it?"

After a long pause, she says, "I....trust you more."

David asks, "Why?"

She replies, "Because you talked about your Dad, and how he helped people. It feels genuine and authentic."

David smiles and asks, "Is it a relatable story?"

"Absolutely" Nicole affirms.

"I wonder. Who did you think about while I was telling my story?"

She says, "My 10th grade English teacher, Mrs. Gravely. Best teacher I ever had! She was firm, but fair. I still hear her in my head when I compose letters or emails."

Smiling, David says, “That’s the purpose of the story. To get you thinking about people who’ve had a similar impact on your life. How do you feel when you think about Mrs. Gravely?”

“I feel good. It’s a pleasant memory,” says Nicole, still reflecting.

David interrupts her thoughts, “That’s why this type of story is so effective. It creates positive feelings like the one you now associate with me and my Dad. Aren’t those good feelings necessary to develop a long-term, trusting relationship?”

“Oh, wow! I see what you mean. I don’t feel like I’m being sold, or manipulated. It feels like a natural conversation with an old friend,” she adds.

“That’s why we tell this type of story,” says David. “And it takes **less than five minutes.**”

Nicole eagerly asks, “I understand that your story created an emotional reaction from me. Tell me - **why does it work so well?**”

WHY DOES IT WORK?

David continues, "Let's break this story down so you can understand why it works. What's the first thing you remember about the scene?"

Nicole thinks for a while and then says, "It was a hot summer day, and there were a lot of people in the lobby waiting for a table."

"What else?" David asks.

"Uhhmm...you could smell barbecue sauce." Nicole replies.

"Could you *feel* the scene?" he asks.

After thinking awhile, she says, "You know, I could. I've been in those situations before, so I could relate."

"Right!" David says. "This is an important point. When you add sensory details to a story, the listener begins to feel as if s/he is **in** the story with you."

"I hadn't thought of that, but it makes a lot of sense," Nicole concurs.

"Ha! Sense! That's funny, David," she says with a laugh.

"Hmmm, I'm not so sure," he stays, stifling a smile. "Leave the bad puns to me."

"What happened next?" David asks.

"A man walked up to your Dad and told him how much he appreciated what your Dad did for him in high school," Nicole says.

"Actually, it was eighth grade. But - and this is really important - it's OK that you said 'high school.' That part of the story is not vital to the main message."

"It's not?" she asks with a confused look.

“No, because the listeners aren’t going to remember what grade Craig was in. They **will** remember what Dad did for Craig.

“What did Dad do that impacted Craig’s life” David says.

“He helped him with his confidence,” Nicole answers. “And, he also planted seeds for his career.”

“That’s it,” David says. “Dad had an impact on this kid’s future.

“That part of the story sets up the most important aspect,” he continues. “I tell the listener that I want to have the same impact on others that my Dad did. I just happen to do it as a speaker, coach and author.

“Why do you think that’s important?” David asks.

Nicole thinks carefully, then says, “I believe it’s because you’re not selling anything at that point. You’re just telling about yourself.”

“You’re on the right track. What I’m doing is creating a link. My Dad’s story causes them to think about a meaningful person in their lives; someone like a teacher, parent, or coach.

“Telling them I want to create that same impact on people, I’m now associated with the positive feelings my Dad’s story created. I’m earning trust because I’m associated with positive feelings. I haven’t said a word about my background, my company or how I do my work.

“When I share this story with others, I always get a positive response. Why do you think that is?”

After a long pause, Nicole says, “I think they like it because they can relate. I know I felt good about it because I thought about Mrs. Gravely. I also thought about *my* Dad.”

“It’s that simple, Nicole,” says David. “When you develop a link between positive influences in their life and you as the source, you’re on your way to a long-term, mutually trusting and beneficial business relationship.

“The power of the *WHY* story is that it tells people you’re human, just like them. You have feelings, aspirations, struggles - the same emotions they have. Most importantly, it gives them hope - hope that their lives can improve, too.

WHERE DO YOU FIND YOUR *WHY* STORY?

“That makes so much sense, David.” I *love* that kind of story. I want to create my own!”

With a big grin spreading across his face, David says, “I knew you would. Just so you know, there are different types of stories you can use for your *WHY* story. I have others that I use, depending on the situation.

“The experience with my Dad is one of my favorites. Another is centered around an experience with my Mom. It highlights one of my driving reasons to work with financial advisors, to teach them how to help as many people as possible.”

“Does it have to be about parents?” Nicole asks.

“Not necessarily,” David answers. “What I’ve learned, though, is that the roots of your most powerful stories tend to come from early-life experiences. That often involves parents.

“An example that underscores this idea came from my work last year with a famous Hall of Fame NFL player. He was scheduled to give an important talk.

“The first version of his story was centered around the idea of persistence. He wanted to tell a story about his high school coach who influenced his perseverance.

“When we talked about it further, though, he realized that the seeds of his determination were sown by his mother when he was very young. Some of his earliest memories centered around the lessons she taught to get them through financial hardships. The story he told about her was much more compelling and memorable than the one about his coach.”

“OK,” Nicole agrees. “I should focus on a story about someone, or some incident, that has guided the way I think about my life, or, maybe my career”

“You’re on the right track,” David assures her. “It takes time. You’ve got the idea, though. The key is that you have to **share a story that shows a deep personal reason why you do what you do**. Let us know a little about the individual who inspired that reason. This gives us insight into you on a more personal basis.”

“And clients will respond well to this?” asks Nicole, a little doubtful.

“I’m surprised that you asked that. Let’s dig a little deeper. You tell me what you think.”
David suggests.

THE POWER OF YOUR *WHY* STORY

David says, "Imagine that we just met. I've told you that story about my Dad. Do you feel any type of connection to me?"

"Sure," Nicole quickly answers.

"Why?" asks David. "I haven't told you anything about the work I do."

"Like I said before, I connected with your Dad, and the impact he had on his student. I feel like I know you. I like you."

David quickly responds, "Why do you say you like me? Now, before you answer, I understand we've known each other for a month now. But, imagine if we'd just met, why would you like me based on that story alone?"

Nicole thinks deeply and then says, "Well... because you're like me."

"Aha" says David. "I'm *like* you."

"Do you remember when we first met, Nicole? We talked about that saying in the sales world that people like to do business with people they know, like, and trust?"

"How could I forget? I hear it all the time." Nicole says with a laugh.

"Remember the second part of that saying?" David asks

She says, "Yeah. Something to do with people trust and like individuals they connect with."

"Right." says David "and...?"

"The way you connect with people is through stories! I really do listen to what you say, David!" she says with a grin.

“I’m honored,” David replies. “You’re exactly right. Relatable stories **shorten the process**. They break down walls, and build up trust. They open up dialogue, and eliminate a lot of the preconceived notions others have about salespeople.”

David pauses to take a sip of his tea, then says, “There's something you need to know. I didn't tell you that story so you'd think about *me*.”

“What do you mean?” asks Nicole. “Aren't you trying to get me to connect with you?”

“Oh, absolutely!” he replies. “But there’s a more meaningful reason. I told you that story to temporarily pull you into my world, but I want you thinking about your world again as soon as possible. The goal is for you to think about someone from your life - a person that impacted you the way my Dad influenced me,” he says.

“Ok, that makes sense,” Nicole says. “When I feel emotions about your story, it’s more of a human-to-human connection. We’re not just talking business, we’re relating.”

“That’s an excellent way of stating it,” David affirms.

TIME TO TAKE STOCK

“Okay, Nicole, It’s time to step back and review what you’ve learned these last four weeks.”

“It feels like a lot. My old way of selling seems like it’s light-years away,” Nicole says.

She hesitates, then adds, “I’ve taken in a lot of information, David. It’s a bit overwhelming at times.”

David smiles and says, “That’s okay, Nicole. It’s natural. This is no different from when you started driving a car. Think about the first time you slid into the driver’s seat.

“You probably looked down at the dashboard, in the mirrors, and the steering wheel. Maybe you felt for the pedals, gear shift and then looked out the windshield. You may have then thought, ‘Oh my gosh! I’ve got to pay attention to all this **and** watch the other cars, too!’”

She laughs at this. “Come to think of it, it *did* feel that way.”

David smiles. “This process is new, so it’s overwhelming at first. That’s why we’ve broken this into two-week segments. You first learn the 60-Second Story. You practice it. You get feedback. You make changes.”

“Then, you learn the Then, Now, & How process. You practice that. You get feedback. You make changes.

At the same time, you’re also practicing the 60-Second Story even more. It becomes more natural with repetition.

“Today, you discovered the power of your *WHY* story. You’ll use the same practice, feedback and change process that you did with the other steps.

“At this point, you’ve learned three critical parts of the *Sell More With Stories* process. These can lay the foundation for long term client relationships. We both agree that traditional selling isn’t the most efficient way - especially on the front end when you’re trying to establish a trusting relationship with potential clients.”

Nicole smiles and says, "Absolutely."

David continues, "The old way is: 'I tell, you listen.' People don't accept that anymore. When you create an emotional connection and show people that you have their best interest at heart, you evolve past selling. You become a problem solver, a trusted advisor, and a confidante.

"Nicole, you're an excellent listener. This gives you a huge advantage with people, especially when you ask relevant questions. It's vital to take as much time as needed to develop that foundation. Help them understand why you do what you do. Let them know why you are the person you are.

"Do this before you tell them the 'what' and the 'how.' Listen authentically. Ask probing questions to understand the emotional, professional, and financial ramifications of the problems they are experiencing."

"I see now why that's so important," Nicole replies. "Listening is something I do naturally, but without a process, I see where I'm not creating as much of a connection as I could."

"Excellent point," says David. "You've got the hard part down - your listening skills! You and I will work together to fine-tune your questions and stories in order to increase the effectiveness of your stories.

"When it comes time to discuss products, services, or specific solutions, there's no hard selling. There's no pressure-packed closing. There's no overcoming a slew of objections. Through meaningful conversation, selling becomes less stressful, more enjoyable and mutually beneficial to you and your clients."

"I can already feel a major shift in my thinking about sales," says Nicole. "And I'm just getting started. So what's my homework, chief?"

CREATE YOUR 'WHY' STORY

David says, "Think about an experience that impacted one of your core beliefs. Because you're in the financial services industry, I suggest you think about a money-centered incident - the earlier in your life the better. It could be positive or negative. Consider how the experience shaped your thoughts about money.

"For example, some financial advisors had a parent who died when that advisor was young. The parent left life insurance money to the family. It made all the difference. The kids received college educations. The family stayed in their home. Their lifestyle was maintained because the parent cared enough to have the insurance."

"I work with a man who had that happen to his family," Nicole chimes in. "He's one of our top sales leaders every year."

"I'm sure it's because he feels a deep connection to the product," adds David.

He continues, "On the other hand, some financial professionals had a parent die without insurance. It left behind a huge mess and the family struggled. Maybe they had to leave their house. Perhaps the family was torn apart, and had to live with relatives.

"For those advisors, that experience became the foundation for their 'calling.' They are driven to ensure that never happens to another family."

Nicole says, "I can see how that would be a driving force in a person's life."

David adds, "When we get together in two weeks, bring a rough draft of your story. We'll review and work on it using a formula called *Sail the 7 Cs to Sensational Storytelling*."

"That's catchy," Nicole says with a smile.

"It's a great concept," David assures her. In seven short steps, you'll create a Stand OUT story that leaves an impact on others. I look forward to sharing it with you.

"See you in two weeks, my friend," says David. With that, they shake hands and leave the cafe.

TEMPLATE FOR YOUR 'WHY' STORY

Step One: What is one of your core values?

Step Two: Who taught you that lesson?

Step Three: How did you learn the lesson?

Step Four: Which stories best illustrate this lesson in action?

Step Five: Write out the first draft of a story that illustrates the lesson you learned from this person.

QUESTIONS OR COMMENTS?

I'd love to hear your thoughts about this book, or selling in general. Please feel free to email me at: mike@speakingcpr.com

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IN CASE YOU MISSED IT

Book 1 of the ***Sell More With Stories*** series:

How to Create Interest in 60 Seconds

In this first book of the *Sell More With Stories* series, you'll meet Nicole, a financial advisor struggling to build her practice. A chance meeting with David Michaels, a successful sales professional and coach, opens her eyes to a new way of selling.

You'll read how Nicole learns to quickly connect with prospective clients and encourage them to engage in more meetings that ultimately lead to closing more business deals.

To [*Create Interest in 60 Seconds*](http://amzn.to/29nIMrn), visit: <http://amzn.to/29nIMrn>

Book 2 of the ***Sell More With Stories*** series:

How to Create Curiosity in 5 Minutes [or Less]

In *How to Earn Trust in 5 Minutes (or Less)*, you'll read how Nicole uses the most powerful storytelling formula to dramatically increase her number of weekly meetings.

You'll discover the three-part storytelling process that is used by many of the best marketers, advertisers and salespeople to attract attention, create curiosity, and maintain interest from others.

To increase your number of meetings with highly qualified and motivated clients, visit: <http://amzn.to/2aHyVQR>

COMING SOON:

Book 4 of the *Sell With a Story* series:

7 Steps to a Story That Inspires Others to Take ACTION

In this book, you'll discover the seven keys to meaningful and memorable stories. These enable you to craft a story that **grabs the attention** of the audience, **keeps their interest**, and compels them to **act on your message**. Once you've mastered these skills, your stories will change lives, inspire action and motivate change in others.

To discover these seven keys to a Stand OUT story, visit the Amazon Kindle store. Look for *Sell More With Stories: 7 Steps to a Story That Inspires Others to Take ACTION*.

BECOME THREE TIMES THE STORYTELLER YOU ARE TODAY WITH FREE WEEKLY TIPS

These tips open you up to more tools and processes that breathe life into your stories. Every 7 days, you'll receive a five-minute audio lesson. Each week's information builds upon previous weeks so that in one year, you'll be at least three times more effective with your presentations. Sign up at: 52StorytellingTips.com

NEED HELP WITH YOUR PRESENTATIONS?

I offer one-on-one coaching over Skype, Google Hangout, or whichever medium you prefer. I'll work with you to breathe life into your stories and business presentations. We'll focus on your material, structure, humor, and delivery. For more details, contact me at mike@speakingcpr.com

About the author, Michael Davis, *the Storytelling MD*

When asked how he earned the moniker “The Storytelling MD,” Michael Davis replies, “Although I greatly admire the work doctors do to earn their MD, I took a different route. I didn’t go to school for 8, 10, or 12 years. I have studied public speaking and storytelling skills 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 affected him well 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 realized 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 increase your visibility, create more opportunities for advancement, save you time, and also 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 to expand his knowledge of presentation skills and offers a unique perspective on these topics. Due to his dedication to the craft, Michael is sought by speakers all over the world.

He has produced numerous audio programs, is a contributing author to three public speaking books - including the Amazon #1 Best Seller *World Class Speaking in Action* - and is the author of *THE Book on Storytelling*. He coaches speakers around the world, and conducts public speaking and storytelling skills workshops throughout the year.

Michael also works closely with speakers in the [TedX Cincinnati](#) event. He has successfully coached several speakers in the Toastmasters International World Championship of Public Speaking annual contest.

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

For more information, or to contact Michael about coaching your group or speaking at your next event, visit his website, SpeakingCPR.com, or email him at: mike@speakingcpr.com.

ONE LAST THOUGHT

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Most importantly, do contact me to let me know how these ideas help you in your journey to become a storyteller who impacts and influences others.

Warmest regards,

Michael Davis, *the Storytelling MD*