

The background of the entire page is a dark blue, monochromatic photograph. It depicts a stage with a heavy, light-colored curtain hanging across the top. In the foreground, the dark silhouettes of several audience members' heads are visible, looking towards the stage. The overall mood is professional and focused on the theme of storytelling.

THE *Art* OF STORYTELLING

INCREASE INFLUENCE • CAPTIVATE CUSTOMERS • DEVELOP DEEPER RELATIONSHIPS

DOWNLOADABLE GUIDE

by DON YAEGER

THE *Art* OF STORYTELLING

It is a Universal Truth: Storytellers change the world.

They connect with others at such an intimate level that they become the best leaders, the best mentors, the best teachers, preachers, politicians and salespeople. They're even the best dinner guests!

The good news is that the Art of Storytelling CAN BE LEARNED!

Your audience can improve their storytelling skills by incorporating fundamental elements and habits.

In Don's live or virtual program you will learn the **Ten Elements of a Well-Told Story** that he has discerned from research and applied as longtime Associate Editor of Sports Illustrated and an 11-time New York Times best-selling author.

To book Don, contact Anjie@greatnessinc.com



Don Jaeger

TWO PLACES WHERE MOST STORYTELLERS FAIL

#1 YOU MUST KNOW YOUR AUDIENCE

The first step in being an effective storyteller is understanding everything you can about who will be sitting before you. For the purposes of this exercise, we think it valuable that you pick a SPECIFIC audience/opportunity where you might soon tell your story.



Name your potential audience? If you don't have a specific group in mind, select an audience to whom you would like to speak in the future.

Is it a sales opportunity? A current client? A prospect? A new recruit? A would-be donor? A professional organization? A civic group? A commencement address? Now here is the important piece: What can you know about them in advance?

In the space provided on the next page, **write a few descriptors** regarding their age, interests, goals, etc... Even include something about the size of the venue or the crowd--if you know it. **The more clearly you can picture them, the easier it will be to tailor your message to reach them most effectively.**

• GREAT STORYTELLERS ASK THEMSELVES:

*WHY DOES THIS AUDIENCE NEED TO LISTEN TO WHAT I HAVE TO SAY?
HOW CAN MY WORDS HELP THEM?*

Then make a few notes about common goals or language that you can use to help you connect with your listeners. For example, if you are speaking to people in a specific industry, you can demonstrate your familiarity with their work by incorporating a few phrases or details. However, if you are speaking to a high school gymnasium full of soon-to-be-graduates, such jargon would be out of place. If you are able to key in on what their primary drivers are, you can find common ground...and that's a power spot from which to start telling your story!

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#1 YOU MUST KNOW YOUR AUDIENCE

In this day and age, it is irresponsible not to know something about your audience--and even some members of your audience--in advance of a presentation. Ask for names of some who will be there. Go to the web and find details. Do the work that shows you care about them.

There's nothing that makes someone more interested in you than when they find out you've taken time to show interest in them.

Who is my Audience? Who am I speaking to?

Where might I go or what might I do to learn about them?

Why do they need to listen to what I have to say?



TWO PLACES WHERE MOST STORYTELLERS FAIL

#1 YOU MUST KNOW YOUR AUDIENCE

What can I offer that will serve THEIR needs?

How will they be better for having spent this time listening to me?

What are common goals or specific language easily understood by the audience?



TWO PLACES WHERE MOST STORYTELLERS FAIL

#2 YOU MUST HAVE A CLEAR CALL TO ACTION

Begin with the end in mind! Everyone values their time, and your audience has entrusted some of their precious time to listen to you. So, what are you going to offer them in return? What is their takeaway from your story? So before you even start speaking, you must know the answers to these questions.

When you're done:

What do you want them to *do*?
What do you want them to *think*?
What do you want them to *feel*?

What do you want to motivate them to go and do once they leave the room?

One of the fundamental lessons in business is always to offer something worthwhile to the client. People generally want to sign contracts, make deals, partner with, endorse, or otherwise associate with whomever offers them the most value. No one wants to feel that their time or their money has been wasted. So, it is important that you have a clear concept of what it is you hope to accomplish by sharing your story and what you hope to give your audience in return for the ten minutes--or two hours--they have given to you to do so. Make sure you have clear action items that answer this critical question: Now do what?

NOW DO WHAT?

TWO PLACES WHERE MOST STORYTELLERS FAIL

#2 YOU MUST HAVE A CLEAR CALL TO ACTION

Let's think again about the audience you chose. Take one minute to brainstorm some ideas for what you want your objective to be for that audience. How do you want your audience to feel after you finish talking? Do you want them to walk away with a new perspective? Do you want them to trust your brand and see how it is the best match for their needs? Do you want them to have a new awareness of a cause that is close to your heart? Write your Call to Action in the space provided.

The Call to Action for my audience will be...

What will they DO or THINK or FEEL after listening to what I have to say?



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VISIT: WWW.DONYAEGER.COM

TO BOOK DON, CONTACT: ANJIE@GREATNESSINC.COM



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