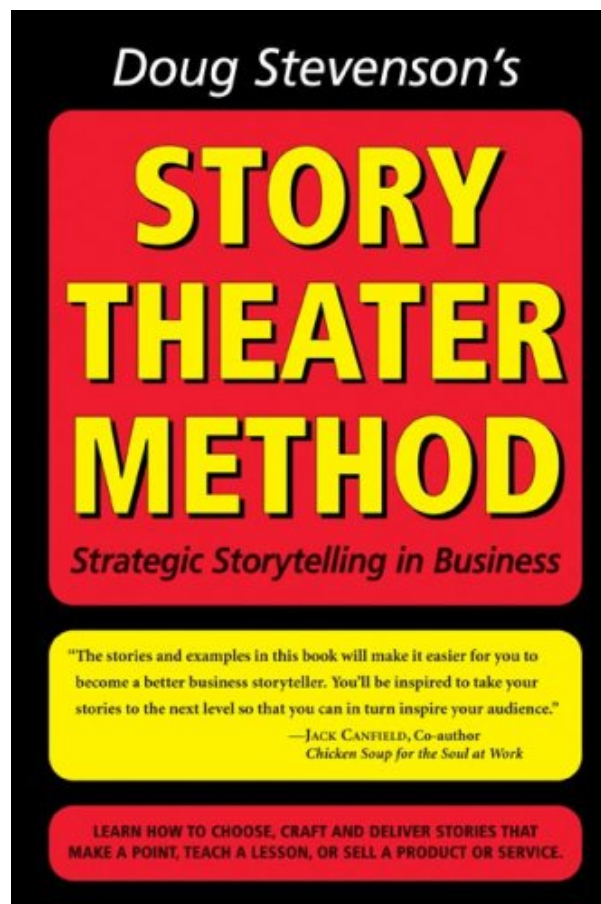


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Doug Stevenson's

STORY THEATER METHOD

Strategic Storytelling in Business

"The stories and examples in this book will make it easier for you to become a better business storyteller. You'll be inspired to take your stories to the next level so that you can in turn inspire your audience."

—JACK CANFIELD, Co-author
Chicken Soup for the Soul at Work

LEARN HOW TO CHOOSE, CRAFT AND DELIVER STORIES THAT
MAKE A POINT, TEACH A LESSON, OR SELL A PRODUCT OR SERVICE.

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Review

The stories and examples in this book will make it easy for you to become a better business storyteller. You ll be inspired to take your stories to the next level so that you can in turn inspire your audience. --Jack Canfield, Co-author: Chicken Soup for the Soul at Work

Personal stories are the surest and most intimate way for a speaker to connect with the heart, mind and spirit of their audience. This book provides a roadmap for you to discover and develop your own personal stories. -Marianne Williamson, Author: Return to Love and Everyday Grace

This book reads like an intimate conversation that you d have with your speaking coach. It s not a bunch of theory and sketchy ideas. This is down to earth stuff you can use immediately to become a better speaker. I highly recommend it. --Howard Putnam, Speaker, Author, Former CEO of Southwest Airlines and Braniff Airlines

From the Author

Other presentation skills books tell you to use stories, but they don't tell you how.

Businesspeople who attempt to use stories recognize that there is an art and science to telling them, but they don't know where to go for instruction.

I wrote this book for business professionals, salespeople, entrepreneurs and executives who want to use stories in a business environment. Never Be Boring Again walks you step-by-step, through the process of choosing and crafting a story that makes a point, illuminates an idea or sells a product.

This is strategic storytelling for business using a systematic method. It is pragmatic theatricality to achieve a desired result.

In this easy to read book, you'll learn how to: use strategically chosen stories to sell your idea or product; use

a nine step formula for crafting compelling stories; get your point across to insure maximum "buy in;" brand your message with a "Phrase That Pays;" incorporate humor so people laugh while they learn; and make dull and dry technical information come alive.

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Doug Stevenson's Story Theater Method (formerly titled: Never Be Boring Again) is unlike any other book on speaking skills. It teaches a breakthrough method that can help you make dynamic business presentations in front of any audience, anytime, anywhere. This book focuses on strategic storytelling for business, training, motivation and sales. Learn how to choose, craft and deliver stories that make a point, teach a lesson, or sell a product or service. A powerful story - well told - is your secret to connecting with clients, colleagues and customers. With Doug Stevenson's Story Theater Method, you can become a magnetic speaker with the power to attract and hold any audience's attention. You'll learn how to: use strategically chosen stories to sell your idea or product; use a nine step formula for crafting compelling stories; get your point across to insure maximum buy in; brand your message with a Phrase That Pays; incorporate humor so people laugh while they learn; get out of your own way and Stand in Your Power; and make dull and dry technical information come alive. Whether you are speaking to five or five thousand, these easy-to-understand-and-apply techniques will immediately enhance your professional credibility. Are you ready to be more motivating, memorable and magnetic? Bronwyn Fryer, the senior editor at Harvard Business Review states, There are two ways to persuade people. The first is by using conventional rhetoric, which is what most executives are trained in. That's not good enough, because people are not inspired to act by reason alone. The other way to persuade people and ultimately a much more powerful way is by uniting an idea with an emotion. The best way to do that is by telling a compelling story. Other presentation skills books tell you to use stories, but they don't tell you how. Businesspeople who attempt to use stories recognize that there is an art and science to telling them, but they don't know where to go for instruction. I wrote this book for business professionals, salespeople, entrepreneurs and executives who want to use stories in a business environment. This book walks you step-by-step, through the process of choosing and crafting a story that makes a point, illuminates an idea or sells a product. This is strategic storytelling for business using a systematic method. It is pragmatic theatricality to achieve a desired result. In this easy to read book, you'll learn how to: use strategically chosen stories to sell your idea or product; use a nine step formula for crafting compelling stories; get your point across to insure maximum buy in; brand your message with a Phrase That Pays; incorporate humor so people laugh while they learn; and make dull and dry technical information come alive.

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- Used Book in Good Condition

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Most helpful customer reviews

1 of 1 people found the following review helpful.

Excellent, practical guide

By Connecticut Yankee

Numerous books talk about the need to tell stories and a few even talk about different types of stories and what's effective. What separates the Story Theater Method from the rest is its highly practical, step-by-step instructions for how to become a great storyteller in business presentations. The book is packed with usable tips on every part of the process, from finding good stories (and rejecting bad ones) to structuring them for maximum impact to delivering them with impeccable timing.

A really good reviewer would have written his review in the form of a story! I'm still learning and, as Stevenson points out, this isn't a just-add-water system. It takes work to become a master.

1 of 1 people found the following review helpful.

Buy It!

By R. Huntley

Stevenson offers a simple (yet comprehensive) method for taking the stories of your life and telling them in a way that keeps the audience involved and listening. I found his description of the 7 types of stories, along with tips on how and when to use them, quite helpful. My skepticism regarding his Story Crafting in four steps (seemed too simple) disappeared after reading them. They will save me a great deal of work! Stevenson clearly explains and illustrates his 9 steps for designing the story structure. From beginning to end it is clearly written and easy to follow. I'm glad I bought it!

0 of 0 people found the following review helpful.

I'm using this to craft stories for my retail Sales Job. Great results so far!

By James Timpson Jr.

I really like this book. It's everything I hoped it would be in terms of content plus a pleasing optimistic writing style. Good results so far with the one personal story I've completed and am using. 5 Stars !

See all 30 customer reviews...

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