



ERA REAL ESTATE PRESIDENT ALEX VIDAL WITH HOST DON YAEGER

Don's favorite quotes from the episode:

- The margin between success and failure is mindset.
- Write down things that you are grateful for every day without repeating. Write five things on good days, ten on average days, and twenty-five on bad days.
- Most people are interested in something but not committed enough to get them out of bed that day.
- Choose a coach or a mentor who has accomplished what you want to accomplish. They can take the guesswork out of following your plan.

Reflection Questions: Follow Alex's model and write down ten things you are grateful for...

THE ART OF

Storytelling

INCREASE SALES • CAPTIVATE INVESTORS • GROW LEADERSHIP





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

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