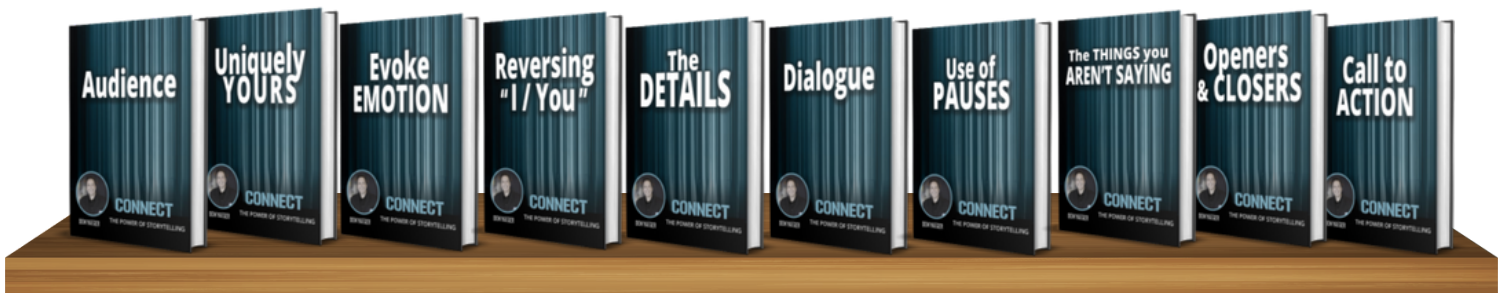


# THE *Art* OF STORYTELLING

INCREASE INFLUENCE • CAPTIVATE CUSTOMERS • DEVELOP DEEPER RELATIONSHIPS

## Don Yaeger's Ten Elements of a Well-Told Story



## Two places where most story-tellers fail:



**Know Your Audience:** Who are you talking to? What can you learn about them? Why do they need to listen to you?

**Call to Action:** What do you want them to do? What do you want them to feel? What do you want them to think? What is the point?

## Three Concentric Circles for Knowing Your Audience

**Research:** Prove familiarity with your audience by researching as much as you can ahead of time.

**Connection:** Seek to establish trust and comfort by identifying a story that pertains to commonalities found in research.

**Breakthrough:** With connection established, the door opens for more. You can ask different questions and have a different conversation.

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



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