



## USE YOUR STORY TO CHANGE LIVES

What is the purpose of a story?

When asked this question, audiences offer various responses:

“To entertain.”

“To educate.”

“To inspire.”

There is no right or wrong answer to this question. Those responses are good, but there is a deeper reason:

You should speak to change the way people **Think, Feel** or **Act** (or a combination of these).

If you don't change at least one of these, why are you speaking?

If your answer is, “Well, Michael, because it makes me feel good,” please stop!

People are too busy today to feed someone's need to be seen and heard.

You've accomplished something important when you provide value to others. Change their perspective, even if you just change the way they think about something simple.

It may be an easier way to prepare a meal, a different perspective about an important political issue, or help managing stress. You've helped another person live life just a little bit easier.

Many people feel that, because they haven't achieved anything of significance, they have nothing of value to offer. Nothing could be further from the truth.

In a previous lesson, you learned about the six common emotions. When you tap into those emotions, your audience will feel connected to you. That connection opens them up to hearing - and maybe even using - your message.

A common problem for new speakers is the belief that they need to tell a story wrapped around a message that no one has ever given. Guess what? That animal doesn't exist. No one, not even the best, highest-paid professional speakers, is talking about a unique subject.

There are many ways I can prove this. One example is the annual Toastmasters International World Championship of Public Speaking. If you watch the winning speeches from the last 28 years, you'll notice something interesting. Many of the winners talk about the same subject.

For example, 1996 Champion David Nottage, 2001 Champion Darren LaCroix, and 2010 Champion David Henderson each referred to the concept of figuratively falling down, and then getting back up.

What made each of those speeches special was that each presenter gave a relatable, heartfelt, and genuine perspective through his own personal story. Each described how he tried to overcome obstacles. The audience could relate because everyone has fallen down at some point and struggled to get back up and keep moving forward.

This willingness to share your failures, flaws, and frustrations will connect you with others much faster than sharing success. Remember, it's a mistake to try to be too perfect, and only show your successes. You've probably seen a speaker who stood up and told how terrific he is, how great his life has been, and how, if you follow his path, you, too, can be great.

When I hear these perfect people, I feel like asking someone to hand me a little white bag, because I'm gonna be sick. The problem with these speakers is that their story is not relatable. It's also not believable. These people create a sense of "Well, she's just special," or, "He could do it, but I could never do that."

You know what?

You're right. You could probably never do it because he really didn't do it without some struggle. This isn't the kind of story that creates warm and fuzzy feelings.

Don't get me wrong, audiences want to know how you overcame your difficulties. They don't want to hear a long sob story with no positive outcome. They simply need you to connect through your struggles first.

After you've established that connection, you can share your ideas about how to get over the hurdle. Also, if you're sharing stories of overcoming adversity, it's important to let the audience know you didn't do it alone. Make other people, or a process, the guru of your story. That keeps you on the audience's level, and more closely connected to them.

Ultimately, a good story is about providing **hope**. You change the way others **Think, Feel, or Act** when you provide hope. They may be struggling financially, in a difficult relationship, or struggling as parents. Your story could give them hope.

To close this lesson, I encourage you to visit You Tube and watch a brief clip called 'You're a Good Poppa,' by Chris Gardner. Chris was the subject of the movie 'The Pursuit of Happyness.' The clip focuses on a simple phrase, uttered by his son, in a moment when Chris was filled with doubt.

It's a powerful moment. As a father, I've had days when I wondered if I've been a good Dad, or a good enough provider. This simple clip reminded me that, 'Yeah, you've done OK.' Thanks for the reminder, Chris.

To watch the clip, [\*\*CLICK HERE\*\*](#).

**ACTION STEP:** Think about the subject you want to talk about. Ask, "Why is it important to share this?" Whatever your answer, ask the question, "Why is that important?" Ask this question at least three times until you discover your core reason. You'll have the answer when you have an emotional response to these questions.

## FEATURED RESOURCE

### How to Clearly and Concisely Capture the Essence of Your Message

Imagine delivering a message so clear and compelling that it resonates with your audience long after you've left the stage. The report, "*How to Clearly and Concisely Capture the Essence of Your Message*" is your essential tool to achieve this.

When you craft a memorable Foundational Phrase you ensure that the core of your presentation remains unforgettable. If your audience remembers this single sentence, they remember the heart of your message. This make your story impactful and lasting.

But in our distraction-filled world, the hard truth is that most of what we say is easily forgotten. Without a strong foundational phrase, your key points may get lost in the noise.

So, why risk your message fading away?

Use the techniques outlined in this complimentary report and you will create phrases that stick in the minds and hearts of your listeners. Download this guide now to transform your presentations and leave a lasting impression that effectives drive home your main points. [\*\*CLICK HERE\*\*](#)

## RAVING FANS

*“Michael’s coaching sessions were amazing! I **learned more about storytelling in six weeks** than I have in my last 16 years as a speaker. Michael gave me the skills and confidence to speak to an audience of over 3,000 people.”*

~ Michael Pope  
Certified Maxwell Trainer and Speaker

*“Your presentation on TED talks was the **very best I have heard** on the subject. Congratulations on a **content-rich, superbly-presented** program.”*

~ Patricia Fripp  
NSA Speaker Hall of Fame, Executive Speech Coach

*“Thank you for your presentation. It had an outstanding turnout. I received an **unprecedented amount of extremely positive feedback** on both the program content and the way you presented it.*

*Through your efforts our members have gained important knowledge and **expanded their project management skill sets**; which ultimately serves to **improve project management at AT&T**”.*

~ Terri C. Kidd, ATT

*“Michael Davis was **one of the best coaches** I ever worked with. I would recommend Michael, as a story and speaking coach to **anyone with a high stakes talk to give**. Michael will help you take your speech from **good to great!**”*

~ LTC (Ret.) Scott Mann  
Green Beret, TEDx Speaker, Author, Speaker, Trainer

*“Michael session helps you gain clarity on your presentation and your entire message. His points are **valuable, easy to understand and quick to implement**. Watching his session was a **master class on how to give a presentation**.”*

~ Jody, Ohio Real Estate Investors Association