



## SIX SECRETS TO CREATING CONNECTION THROUGH YOUR STORY

Last week, you learned ten reasons why you should tell stories. Off all the reasons that stories connect, creating an emotional bond is the greatest. Even the simplest of stories can connect if they stir emotions in the listener.

How can you insure that your stories create these feelings in an audience?

Tie them into common experiences. 1990 World Champion of Public Speaking David Brooks notes that human beings share six basic emotions:

**Happiness. Anger. Sadness. Disgust. Fear. Surprise.**

Without exception, every effective story I've heard taps into at least one of these emotions.

For example, the first time you heard the fable of the 'Tortoise and the Hare,' you were probably surprised at the outcome. You might have thought, "There's no WAY that tortoise could beat the hare!"

When you first saw the movie 'Jaws' you probably felt fear about going into the ocean. "I'm not going out there so a Great White can have me for a tasty afternoon snack."

When you read 'The Diary of Anne Frank' you most likely felt anger at the plight of Anne's family, and surprise by the insight of a teenage girl who, despite her tragic circumstances, concluded that, "I still believe, in spite of everything, that people are really good at heart."

Stories have the power to move us in a way that facts and figures cannot. Staying on the subject of the holocaust, history books will tell you that millions of lives were lost during this period in history.

As terrible as those numbers are, it's hard to emotionally grasp the significance of them. However, when individual stories from that time period are told, they can stir your emotions at a deep level

The insight of Anne Frank, or the heroic efforts of Oskar Schindler, who saved the lives of

over 1,200 Jews - and was portrayed in the movie Schindler's - List. Those stories resonate, and they're remembered years after they're told.

The power of story goes beyond tapping into six common emotions. The ultimate benefit of many stories is that they provide the audience with hope. This may be the greatest gift you can give to anybody who listens to you when you speak.

The 'Star Wars' movies at their core are about redemption. The movie 'It's a Wonderful Life' is about the value of every person's life. 'Titanic' offers the belief that love can conquer time and death itself.

Legendary Hollywood screenwriter Robert McKee says, "Whether it's an audience of 1 or 1000, people would rather hear a simple story well-told, than a brilliant story poorly told."

How can your story be well-told? Start with the six emotions, and then offer your audience hope.

You don't have to be a famous author or Hollywood director to impact lives. In a world that too often focuses on negativity, your stories can provide the hope that others need.

Tap into the human desire to hear stories. Wrap them around meaningful messages, and tie-in at least one of the six common emotions. You'll take a huge step to becoming a presenter who inspires others to change the way they Think, Feel or Act.

**ACTION STEP:** In your story file, next to the stories and reasons that you wrote down after Lesson 1, record the emotions stirred by those stories. These emotions are a clue to the feelings your stories may create in others.

For example, if the story of the tortoise and the hare resonates with you, then themes such as persistence or avoiding overconfidence are probably important to you. These could be the main points of some of your stories.

## FEATURED RESOURCE

### 11 Costly Storytelling Mistakes

Memorable stories captivate audiences, forge connections, and drive points home in a way that data and facts cannot. Master this craft and you'll increase your impact.

This is not an easy skill to develop. Storytelling errors are often the root cause of failed presentations. If these mistakes persist, your storytelling can weaken your credibility, dilute your message, and cost you audience trust and engagement.

So, we created the report, "*11 Costly Storytelling Mistakes*." It's an essential guide to navigate the storytelling landscape. It provides an analysis of the common mistakes presenters make, coupled with actionable strategies to avoid them.

To download your complimentary copy, [\*\*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

