

A Final Word

Week 52. You've made it! One year ago, you heard about a young, unknown film director who used the power of story and imagination to create a movie that still scares people today. Since then, you've journeyed into a world of movie makers, comedians, professional speakers, screenwriters, Presidents, World Champions, writers, academics, sales professionals, legendary business leaders and personal development experts.

Despite their different vocations and varied backgrounds, these remarkable people have one skill in common. They are master story tellers.

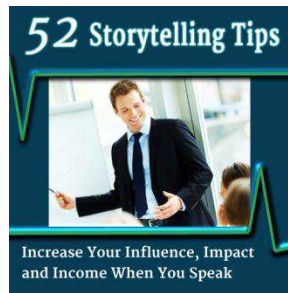
If you've done the exercises, and used just a few of the recommended resources, *your* ability to tell stories is light years ahead of where it was just 12 months ago. You now know more than many professional speakers and writers about how to write a story that grabs and keeps the attention of an audience.

Although this part of our journey is ended, this isn't a conclusion. I encourage you to go back through these tips. In every program or course I've taken, I usually got the best and most long-lasting impact after reviewing that material three times.

The next time you listen to these tips, you'll pick up ideas you missed the first time. This program was designed for you to go back time and time again, and to help you deepen your understanding each time you review it.

I also strongly encourage you to review the resources recommended each week. Every one has had some type of impact on how I develop and deliver stories and speeches.

The most important advice I can leave you with is to use the ideas you've learned. Far too many people fall short of success because they don't take action. This is the one step you can't skip.



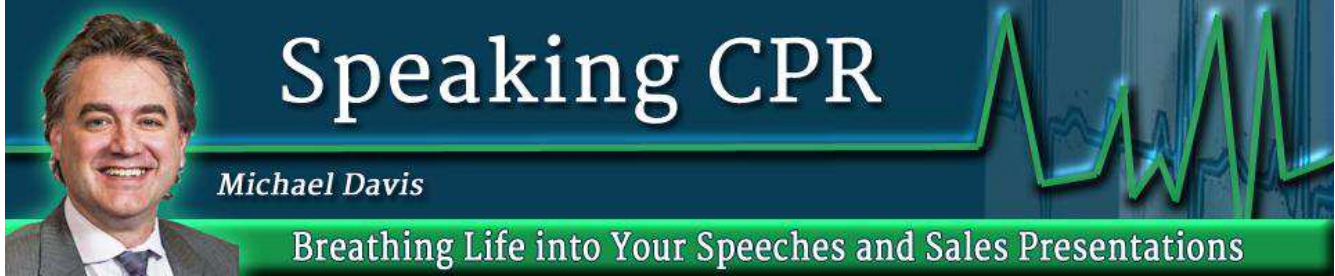
Every tip you've heard is one that I and others have tested...and failed with many times. My mentors taught me that the failure was where I would learn and grow the most. I didn't believe them, or I didn't want to hear them at the time, but, **they were right**. I'm proud to tell you that I continue to fail on a daily basis, and as a result, I'm growing, too.

Please stay in touch. Let me know which of these tips is working for you, and how they're helping. If you learn ideas that you didn't hear in this program, I'd love to know about them. As you've previously heard, I'm continually studying the craft of speaking and storytelling.

I couldn't leave this course without leaving you two more resources. The first is the program ***Stand Up, Stand Out***. This series will teach you **how to develop and deliver a World Class speech** that increases your Impact, Influence and Income. My 12 years of study with Hall of Fame and World Champion speakers have been compacted into this program. When you complete these lessons, you'll have a speech that can be delivered in a 5-minute networking session, a 20-minute Chamber talk, or a half day workshop. You'll leave people wanting to hear more, and seeking you out to do business. For more information about this program, feel free to visit SpeakingCPR.com.

The other resource I recommend is a 3-minute video that captures the essence of storytelling, and the lessons you've learned over the past 12 months. It piques your interest, moves you emotionally, and touches your heart. This brief clip underscores many of the tools you've learned. Watch it a couple of times for the effect, and then go back to review it and pick out the most important storytelling elements. It is a model for what a great story ***can*** be. Here is the link: [The Power of Giving](#). And it wouldn't hurt to keep a couple of Kleenex nearby, too.

This is Michael Davis of Speaking CPR. And for one last time, or until we meet, I leave you with these words...**Always remember, you have a story that someone needs to hear.**



Recommended Resources

- 1) *3D Storytelling Workshop* Click on this link: [3D Storytelling Workshop](#)
- 2) *Inject More Humor into Your Presentations*
Click on this link: [Inject More Humor into Your Presentations](#)
- 3) *Go Ahead and Laugh!* Click on this link: [Go Ahead and Laugh](#)
- 4) *Stand Up, Stand OUT!* Click on this link: [Stand Up, Stand OUT!](#)
- 5) *EDGE of Their Seats Storytelling*
Click on this link: [Edge of Their Seats Storytelling](#)
- 6) *Hollywood Presentation Skills*
Click on this link: [Hollywood Presentation Skills](#)

Michael's Background

For many years, Michael Davis gave presentations and speeches that were, in a word, ineffective. Mistakes, confusing messages and failed attempts to capture the interest and attention of audiences created tremendous frustration.

Then a chance meeting with World Champion speaker David Brooks opened the door to meeting many other World Champion and Hall of Fame speakers. Investment of time, energy and thousands of dollars in training and coaching helped him develop the skills to become a speaker and leader who influences, impacts, and inspires others.

In 2011, he earned the certification of World Class Speech Coach. He also studies the art of comedy and movie making to learn new skills that can take speech creation and delivery to new levels.

Michael's Raving Fans

*"Mike Davis is an **engaging, inspiring speaker**. I believe, however, that **his greatest talent** is his **ability to draw the best out of those** lucky enough to have him as a coach. I had this privilege for a period of four months. During this time, he constantly challenged me to **improve both the content** of my speeches and **my delivery**. I would not have made the finals in Toastmasters World Championship of Public Speaking competition without the help of Mike Davis. **I don't know of a better Public Speaking teacher** in Cincinnati.*

Chris Nachtrab
Vice President & Partner
The Everest Group

"Last summer, when I spoke and promoted to subscribe to [my email newsletter] Hot Marketing Tips, I got a big fat zero sign ups.

***At your wise suggestion**, I passed the signup clipboard around the room this time. When you first mentioned it, it felt very old-fashion and not trendy or technology driven. I set a goal for 50 new sign ups. Probably 2 times more than I have ever had sign up at one time.*

*When I tallied the new subscribers after the lunch yesterday, **we hit a total of 72!** I think that is about **46% of the room**. **THANKS!**"*

Drew Dinkelacker
President, The Marketing Accelerator

*"Evaluate to Elevate is a **powerful program**. Every speaker should hear it... **twice!**"*

Darren LaCroix
2001 World Champion of Public Speaking

*"Mike helped me fine tune a 10-minute presentation from "too much information" into a **clear, to-the-point focus** that has not only **given me more confidence**, but generating **more positive feedback** from the audience **NOW** than I did before meeting with Mike.*

*Mike has a unique ability to help you focus on the main point(s) of your presentation and then how to present them in a way that is **easy for those in the audience to understand**."*

Doug Smith
Sr. Account Executive
Hubbard Interactive

*“The **success** I enjoyed in the Toastmasters World Championship of Public Speaking is the **result of coaching I received from Mike Davis**. He helped me **refine and deliver** a speech that carried me **all the way to the finals**. His tireless dedication is **outstanding!** Mike Davis will help you communicate better and be more successful.”*

Phil Barth
Portfolio Manager
International Paper

*“Mike has an easy way of working with you that **isn’t intimidating**... Amazing, **insightful feedback**... My presentations are now **far more interesting** and result in **additional sales** of my services. No matter what the level of speaking at which you may be performing, **you’re sure to improve with Mike Davis.**”*

Joann Westwood
Westwood Virtual Associates, LLC

“Mike Davis breathed life into a topic that many of our group of trial lawyers take for granted, that public speaking is both an art and a science. It is clear that Mike is himself passionate about this topic and his insights are invaluable for those facing the daunting task of public speaking for the first time and for those seasoned veterans behind the podium”.

David Williamson
Attorney

*“Michael has completely opened my eyes! I’m **performing at an entirely new level**. I went into my last event with the **utmost confidence** thanks to him. He even called me the night before with a few last-minute reminders! If you speak for a living — if your revenue depends on your ability to communicate, **you NEED Michael Davis!**”*

Brennan Scanlon
Co-Executive Director
Business Network International

*“I recommend the coaching services of Michael Davis. He helped me to put a new, more **meaningful spin** on my existing presentations that enabled me to **connect with my audience**. He provided me with tools and resources that allowed me to **gain confidence, decrease my anxiety, and more effectively get my message across**. Most importantly, he taught me how to **have fun** with public speaking!”*

Dr. Laura Ward
Cincinnati Children’s Hospital