

[PDF] Never Be Boring Again: Make Your Business Presentations Capture Attention, Inspire Action And Produce Results

Doug Stevenson - pdf download free book



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Description:

Review The stories and examples in this book will make it easy for you to become a better business storyteller. You ll be inspired to take your stories to the next level so that you can in turn inspire

your audience. Follow Doug's advice and you will never be boring again. --Jack Canfield, author *Chicken Soup for the Soul* books

This book reads like an intimate conversation that you'd have with your speaking coach. It's not a bunch of theory and sketchy ideas. This is down to earth stuff you can use immediately to become a better speaker. I highly recommend it. --Howard Putnam, Speaker, Author, Former CEO Southwest Airlines and Braniff Airlines

Personal stories are the surest and most intimate way for a speaker to connect with the heart, mind and spirit of their audience. This book provides a roadmap for you to discover and develop your own personal stories. --Marianne Williamson, author *Return to Love* and many other books.

From the Author Other presentation skills books tell you to use stories, but they don't tell you how.

Businesspeople who attempt to use stories recognize that there is an art and science to telling them, but they don't know where to go for instruction.

I wrote this book for business professionals, salespeople, entrepreneurs and executives who want to use stories in a business environment. *Never Be Boring Again* walks you step-by-step, through the process of choosing and crafting a story that makes a point, illuminates an idea or sells a product.

This is strategic storytelling for business using a systematic method. It is pragmatic theatricality to achieve a desired result.

In this easy to read book, you'll learn how to: use strategically chosen stories to sell your idea or product; use a nine step formula for crafting compelling stories; get your point across to insure maximum "buy in;" brand your message with a "Phrase That Pays;" incorporate humor so people laugh while they learn; and make dull and dry technical information come alive.

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