

# Better Stories, Better Better Business

*“Once upon a time there was a little business that wanted more businsss...”*



## Why tell better stories?

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“ \_\_\_\_\_  
\_\_\_\_\_” -Stanley Ralph Ross

He felt invisible in high school.

\_\_\_\_\_ did not \_\_\_\_\_.

He failed as a business owner.

The reason I entered the speech contest:

He worked in a cubicle for over a decade.

“Darren, take the stories you already have and make them so good \_\_\_\_\_  
\_\_\_\_\_.” -Dave Fitzgerald

**Today he’s a World Champion Speaker.**

**Find ‘em:** Mine your life and business.

What made the difference for him, can make the difference for you.



**Filet them:** Remove the blah, blah, blah.

Want more? Go to: **Top10SpeakingMistakes.com**

**Fortify 'em:** Make your stories so interesting everyone will lean in to listen.

- Darrenisms
- Narration vs Dialogue
- Hero?
- Names
- Advance the story
- Emotional moments
- Revelations *"Then I remembered Subway..."*
- Reactions tell it best
- Call backs:  
-Your own

Want more? Go to: **Top10SpeakingMistakes.com**

# WANNA OWN THE STAGE? Join me and my coaches.



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			<b>TOTAL \$22,468</b>	<b>TOTAL \$5,440</b>	<b>TOTAL \$3,355</b>



**"You can't be great by yourself."**

- Sherrie Su, 2018 WCPS 2nd Place!  
She thanked her husband, her club & Stage Time University Coaches

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cc# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ exp \_\_\_\_/\_\_\_\_ sec \_\_\_\_

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