

### Deal World Rule #13 – Story Time

As Peter slinks along the edge of the dark, deserted street, it suddenly appears, and . . . gotcha! Didn't even finish the first sentence and you're hooked. You want to know who this guy is, why he's wandering a deserted street at night, what appeared, and what'll happen next. That, my friends, is the power of story.

One of the most powerful implements you can have in your influence toolbox is the ability to tell compelling stories. Stories empower content with direction, context, and structure. Stories are the ultimate content delivery device because they are emotive and they generate visual images in the audience's mind. This transfixes the information we are trying to convey in a way that allows the audience to internalize it.



A great client of ours, Dr. Dave, has a saying: "The person that tells the story shapes the culture". As you encounter stories keep them in your back pocket and use them to influence others towards your destination in Deal World. Here's how we do it:

- **Have a Hook:** Grab 'em ASAP. Your Story should grab the audience from the first sentence, slide or, better yet, from the very first word.
- **The Reveal:** The gift of your story should be revealed after you have built anticipation. . . typically in the middle to the end of the story. The gift is the resolution of a conflict, the solution to a problem and or emotional growth.
- **The Lasting Impression:** Leave the listener with an intriguing or provocative conclusion that has personal significance for the issue your are negotiating.

Are you mindful of the power of storytelling? Do you tell compelling stories? If so, congratulations. If not, start today.

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