



The Story Theater Method

By Doug Stevenson

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Great stories are more like a movie than a report. Like a good movie, they are crafted to stimulate an emotional as well as a logical response. They are engaging and effective because they activate the listener's imagination. You haven't really connected with your audience until you've told a story.

This two-part audio is a recording of Doug Stevenson's The Story Theater Method. It is a great overview of the philosophy of the "Story Theater Method" as it relates to public speaking, The Nine Steps of Story Structure, how to choose your stories, and more tips to make your speech memorable and powerful with stories. Doug's form of storytelling for business professionals is a blend of the practical and the theatrical. As a result of utilizing the Story Theater Method, speakers, trainers, leaders, salespeople, entrepreneurs, fundraisers, and business professionals at all levels give more interesting and memorable presentations. Doug will develop your skills through the Four Types of Language, intuitive intelligence, comedy, drama techniques and the Law of 50 Impressions.

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