Jeff’s Storytelling Toolkit

Here is a rather complete lesson on story telling. Enjoy and use.

From my workshop and more

<http://www.mktgsensei.com/AMAE/Marketing%20Communication/Public%20Speaking%20and%20Story%20Telling.pptx>

The CASCAEDE approach to making your story

<http://www.mktgsensei.com/AMAE/Marketing%20Communication/Storytelling%20and%20the%20CASCADE%20Effect.docx>

More on storytelling

<http://www.mktgsensei.com/AMAE/Marketing%20Communication/Storytelling.pdf>

That should get you started

Jeff

February 2020