

Tell Me a Story

How to Add Impact to
All Your Communications Efforts

Jim Holtje

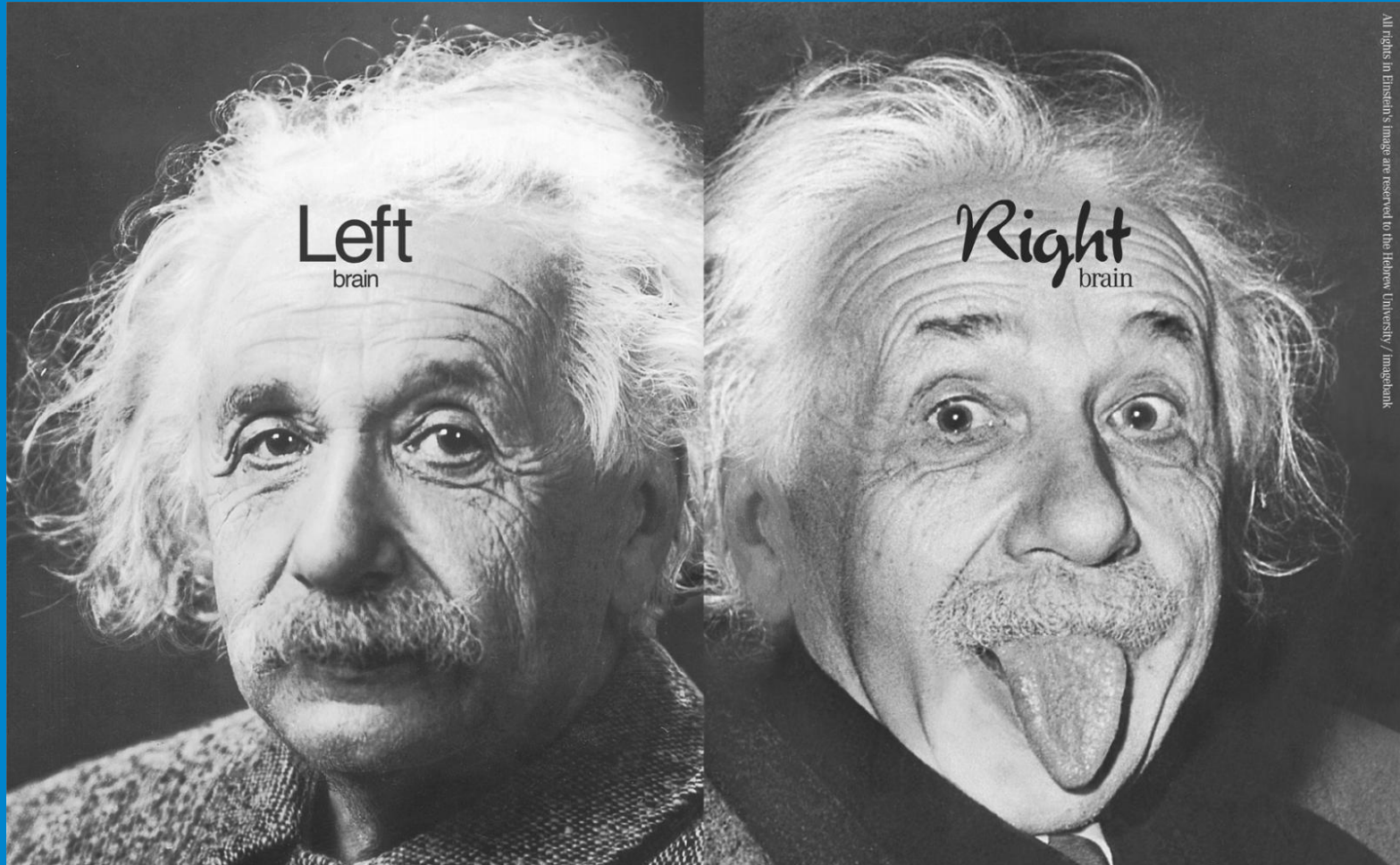
Author of:

"The Power of Storytelling: Captivate, Convince, or Convert Any Business Audience Using Stories from Top CEOs"

The primordial campfire



Left Brain v. Right Brain



Three Steps to Better PR Writing

- **First, seek more balance in your writing**

Three Steps to Better PR Writing

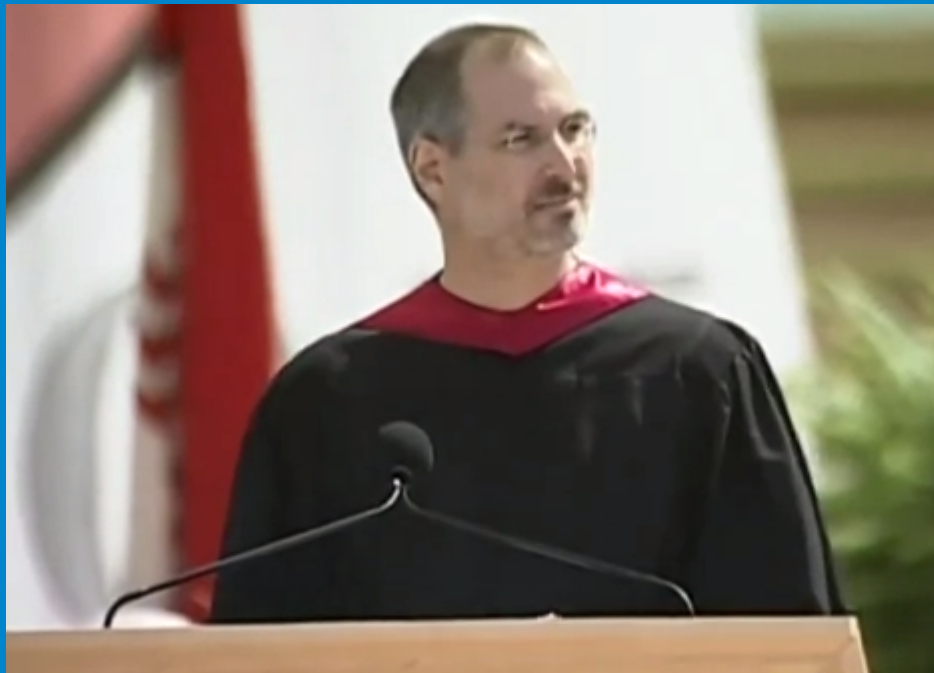
- First, seek more balance in your writing
- **Second, play the role of reporter**

Three Steps to Better PR Writing

- First, seek more balance in your writing
- Second, play the role of reporter
- **Third, demonstrate value**

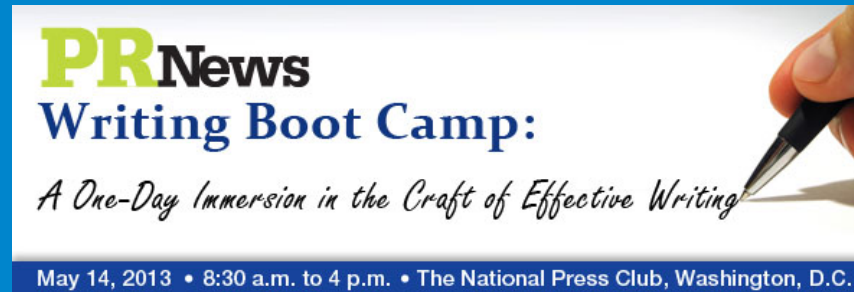
It *Can* Be Done...

“Today, I want to tell you three stories from my life. That's it. No big deal. Just three stories.”



Q&A





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