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Congratulations!

You now own the reprint and resale rights to this ebook. "Great Storytelling Articles 2". Free And Clear.

This ebook consists of a collection of the ten articles that I have chosen after reading thousands of others. Some are just pure help and guidance for storytellers like, 'The Recipe for Getting Published'. Then there is information about how to market your book which is brilliant advice.

In the Bonus section, I have posted a story called 'Imagination'. This is an example of how you can use my "R.P.I Principle"© to expand your mind and create a fascinating story.

You are at liberty to send the ebook as a whole or use one article at a time. The choice is yours. The only restriction is that you cannot modify any of the contents and due credit must be given to the author [to this end, at the end of each article, the author's bio has been pasted for your ease of reference].

Thank you and Happy reading!

Sincerely yours,

Aneeta Sundararaj
editor@howtotellagreatstory.com

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Index

Title of Article	Author
5 tips on how to relate the most mundane things in the most interesting manner	Aneeta Sundararaj
Hire a Proofreader	Dan Poynter
Storytelling – The Great Motivator of People	Eileen MacDargh
Top Ten Ways to Prepare for Your Online Book Marketing Success	Judy Cullins
How to Market Your Unsold Books on the Internet: It's Easy	Judy Cullins
The Recipe for Getting Published	Mridu Khullar
How to Plan A program around Mystery Stories	Chris King
A Treasure Trunk of Tellers' Tips	Chris King, Patti Christensen, Rose the Story Lady, Stephen Hollen, Steve Otto, Mary Morgan Smith, Sharon Kirk Clifton, and Dianne de Las Casas
Tellers' Tips on Various Topics	Chris King, Mary Lee and Frank Sweet, Fran Stallings, Kate Dudding, Mel Davenport, Jane Sims and Mary Garrett
Human Rights Through the Art of Compassionate Rebel Storytelling	Rebecca Janke

Bonus Story

Imagination

Eric Okeke

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5 tips on how to be relate the most mundane things in the most interesting manner

By Aneeta Sundararaj

"How are you?" asks a friend at a party.

"I am well. But you know, last week, my mother gave me this lecture about how I should find a man and settle down. Then at work my boss was terrible; I tell you he really gave me a hard time over a project that was not completed. And the best part is that I was not in charge of this project ..." and so you go on.

Notice how the person who asked you a question is slowly making his way away from you? He's probably regretting ever asking you the question in the first place.

Well, the skill of answering a question and retaining the interest of your audience is just that – a skill. It can be cultivated and practised over and over again and in time you will know just the right thing to say to the right person.

Here are 5 tips to help you develop this skill.

Tip #1 – Find an interest

Find something that you are passionate about and read anything and everything that you can get your hands on about this topic ... then remember it.

Do an experiment with yourself - assume that you read an article yesterday. Now can you tell me, who wrote it? When was the article written? What material did you gather this information from? How was it written?

Can you remember anything really about the article you read ... just yesterday?

So more important than just blindly reading everything, you must begin to appreciate the finer details about this skill.

Tip # 2 - Get Inspired.

You'll be more likely to be able to narrate a tale with confidence when you are acquiring knowledge about something that inspires you.

Acquire knowledge about the things you absolutely love. You do not need to spend loads and loads of money. For example, if you like bird watching, then learn all you know about it and when you begin to narrate a tale about this passion of yours, your

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enthusiasm will shine through. Even the most uninterested person will be inspired by your words.

Tip # 3 - Relax and take a deep breath

This is serious stuff. If you are going to launch into explaining something you absolutely love to an audience, you need to be relaxed yourself. If you hurry through your explanation, your audience will certainly feel it and you will not be able to sustain their interest.

Tip # 4 - Make sure you consume the right things and be hygienic

When you are about to begin relating a tale of some sort, nothing can be off putting to your audience than bad breath.

Also, it is a known fact that sugar and caffeine may give you a brief moment of energy, but they also cause a person anxiety and tension. Most certainly, alcohol is a depressant.

Tip # 5 - Get intimate with your audience

This means that when you are speaking to someone do not look at the ceiling, or the chair, or food display. Establish the contact with your audience and ensure that the attention you are giving is whole hearted. Guaranteed, you will receive the same level of attention in return.

Aneeta Sundararaj, a storyteller, is the creator of the bestselling program "How To Tell A Great Story". Aneeta's technique and famed "R.P.I. Principle"© has been used by many people and offers simple, cutting-edge strategies applicable universally. Priced at \$9.90, this ebook can be downloaded at <http://www.howtotellagreatstory.com>

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Hire a Proofreader

by Dan Poynter

Do not try to proof your own work. You are too close to the manuscript and will miss some typographical errors. You need a professional with fresh eyes to proof your work.

Your computer's spelling and grammar checkers are good for a first pass, but never rely on them exclusively. In fact, these computer marvels often teach us more about the language but they are not perfect. So use them for a first pass.

Jan Nathan, Executive Director of the Publishers Marketing Association, tells of an author/publisher who had his book professionally designed but decided to cut corners on proofreading. He relied on his computer's spellchecker.

After printing 5,000 copies, a colleague pointed out some misspelled words, both on the cover and inside. For example, the spellchecker did not catch the misspelling of "Foreword". All 5,000 covers announced the "Forward" by a very prominent person. By the way, this is a very common spelling mistake in books.

When you publish a book, it's the world's book. The world edits it. —Philip Roth, New York Times Book Review.

Make sure your proofreader uses standard proofreading marks so the corrections will be clear to all. For a chart of proofreader's marks, see your dictionary under (where else?) "proofreader's marks".

Mother Nature's Nursery Rhymes, a children's poetry book, was done. Bill Sheehan was hand-carrying the art to his printer in Hong Kong. During the long flight, he noticed that bees and their activity were mentioned in a poem on page 15, but there were no bees in the accompanying illustration. Upon landing, he called Itoko Maeno, the illustrator, back at Advocacy Press in Santa Barbara. She suggested copying a bee from a previous page. Bill had the printer make the addition and that change saved the day.

There is more to proofing than just punctuation and spelling. And, it is never too late to proofread—again.

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Do not skimp on proofreading. It is far more expensive to take ink off paper than to put it on. Make the book right. The more eyes the better.

Dan Poynter does not want you to die with a book still inside you. You have the ingredients and he has your recipe. Dan has written more than 100 books since 1969 including Writing Nonfiction and The Self- Publishing Manual. For more help on book writing, see <http://ParaPub.com>. © 2003

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Storytelling - The Great Motivator of People

In a data-driven world, facts and figures are the order of the day in sales calls, employee meetings, board rooms, and political assemblies. Traditionally, when a person is trying to convince someone else to do something they use the logic of benefits and features - long the sacred domain of anyone in sales.

And they are missing the boat.

What truly moves us as human beings, what prompts us into action, is emotion. Imagination is the conduit of emotion and well-crafted storytelling carries the imagination.

Consider this story:

You place your hand on top of your head, only to feel the sun radiate from your scalp. Sweat trickles down your back and the once ironed shirt clings to your sides. The pavement roasts your feet even through your thick-soled shoes. You've been walking for a 45 minutes, trying to find the office where you are scheduled to make a sales call. Suddenly, a swoosh of cold air swirls at your side as a young couple comes charging out of an ice cream parlor, licking swirls of raspberry and vanilla perched in a sugar cone...

I'll bet you're ready for some ice cream!

What engaged you was the reliving of a common experience. I didn't need to itemize the benefits of cooling off or list the features of ice cream and this particular store. You were drawn in by your imagination. Facts tell. Emotion sells. You imagined how you would win over the odds of heat by taking a break for ice cream.

We follow leaders who capture us by stories that draw us in and give us purpose for being part of the company. We buy products when we see or read of the human experience with that product. (Remember the Maytag Man?) And we accept the call to action if we hear a compelling story about triumph over odds. Think about the solicitation letters you get from non-profits. They are often stories of individuals who suffered greatly until the non-profit's "product" allowed them to regain a semblance of their life.

In short, crafting compelling, honest stories that resonant core values in action is a skill worth learning by any leader, manager, sales executive, or parent.

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In his best-selling book *Story: Substance, Structure, Style, and the Principles of Screenwriting*, Robert McKee, the world's best-known and most respected screenwriting lecturer, argues that stories "fulfill a profound human need to grasp the patterns of living-not merely as an intellectual exercise, but within a very personal, emotional experience." Or as USC leadership guru Dr. Warren Bennis states, "Man cannot live without story any more than he can live without bread."

What's the point you want to make at your next meeting? Is there a story that can be crafted to that point-not a sermon to be intoned?

Who has used your product and reported a wonderful story that came as a result of that product? Or did you even say, "Tell me a story..."

What stories are told in the coffee room about what it is like to work where you are? What contribution could you make to this story that could improve the ending?

What future do you want? Create a story about it.

Remember, people are not inspired to act by reason alone. The heart holds hands with the head.

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Eileen McDargh is an author, radio commentator, organizational development consultant, acclaimed international speaker, and retreat facilitator. Eileen is the author of four books and is a frequent contributor to numerous business journals. Visit her web site www.eileenmcdargh.com or contact her toll free at 877-477-4718; Eileen@EileenMcDargh.com

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Top Ten Ways To Prepare for Your Online Book Marketing Success

Judy Cullins ©2004 All Rights Reserved.

Still marketing your book through press releases, networking groups, and talks to groups? If these methods have taken a great deal of effort and time and brought you only a few clients or product sales, you may now be ready for your virtual marketing machine, the Internet!

To get ready to market your book Online use these ten tips:

1. Buy an up-to-date computer with a 56k modem or more and Internet capability.
2. Open an email account. Bypass the freebies, because you need an email account from which you can send an attachment. You want to look professional. For you email address, don't use confusing letters and numbers. Use your name plus business keyword such as Judy@bookcoaching.com.

Since dial up connections are so slow, consider getting DSL or cable high-speed Internet. Before you buy, ask about limitations on sending group email (no-spam, of course).

3. Educate yourself about email, the Internet, and your own computer program. Take a community college or adult school computer and Internet program at low cost or free. You'll notice many others like yourself there, eager to learn. More advanced students will help you each step of the way.

4. Hire a one-on-one low-cost computer/internet coach, who can give you individual lessons if you don't want to attend seminars. They can help you proceed successfully with your e-commerce. Call your local high schools, computer schools or colleges for computer-savvy students who will be happy to receive \$8-10 an hour.

Connect with teachers, career centers, or student centers to start the ball rolling. Tell them you want an assistant. Make an ad that lists the capabilities you need. Be sure to follow up because schools are less business oriented and may not call you back.

5. Hire a computer assistant; because you are not only a coach, speaker or author, you are a business! These assistants can make you look like a large business.

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Make them part of your virtual marketing machine at a low cost. Use your assistant as much as you want to expand your success. You will look like a successful professional by adding new part-time staff. Start with 6-9 hours a week, and watch your clients and product sales grow! Your coach is approached by many big businesses wondering how she got to be #1 in Google and 35 other search engines. In December 2004 she is listed on 13,100 Web sites with a URL back to her site. This number increases every week by 500.

6. Offer more than just one product to your potential buyers. Part of the plan is to allow automatic, ongoing sells for your lifetime, either on your Web site or other seller sites. If you plan to write a book, write a short one first. Then, expand as you can. Publishing a short book is savvy business because you start making money right away to fund your other projects. Divide and conquer. Think of chapter excerpts, articles, tips, or how-to lists you can email free to prospective buyers.

Incorporate your action plan to sell other products that relate to your book. Submit informational pieces to ePublishers and top Web masters so that your word gets out to thousands, even hundreds of thousands of people daily on the net. This untapped eager-to-buy audience awaits your service and product. For more information on this, contact your book and Internet promotion coach.

7. Include your five-to-eight line signature at the end of every email you send. Include your name, email address, Web site address and local and 800 number. Include your business practice, number one benefit, and be sure to offer a free special report or ezine so you can collect those email addresses for future promotions. Include your email and web site hyperlinks to make it easy for your client to click through to where you are selling your products or service. Separate each email's end and signature with graphics such as ===== or #####.

8. Promote your book through writing short articles to submit to opt-in ezines. Use a search engine to find Web site ezines in your category or genre or send directly to the ezines. Your article must be compelling, concise and useful, so take care and edit it until it shines. Most editors and publishers want articles from 500-800 words.

These people want and need your free information for their ezines web sites. They publish with your Signature Box at the bottom. Web sites publish your URL.

9. Submit your articles to top Web sites to multiply sales. To market your books, boost your Web site popularity to the top ten through the search engines by submitting how-to articles to sites with your category. Top site ezines get from 15,000 to 500,000 readers daily. These sites need your daily content, and they will pay you handsomely by including your key words that help your search engine position. When you submit your articles, the site also includes your URL in a hyperlink straight to your Web site or where ever you sell your products or service.

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Be willing to do what it takes, such as hire an Internet or book coach, to get Online savvy because this wonderful marketing machine is there for you and your boosted, consistent business success.

Judy Cullins, 20-year Book and Internet Marketing Coach works with small business people who want to make a difference in people's lives, build their credibility and clients, and make a consistent life-long income. Author of 10 eBooks including Write your eBook or Other Short Book Fast, Ten Non-Techie Ways to Market Your Book Online, The Fast and Cheap Way to Explode Your Targeted Web Traffic, and Power Writing for Web Sites That Sell, she offers free help through her 2 monthly ezines, "The BookCoach Says...", "Business Tip of the Month," and blog Q & A at <http://www.bookcoaching.com/opt-in.shtml> and over 170 free articles. Email her at Judy@bookcoaching.com.

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How to Market Your Unsold Books on the Internet: It's Easy

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Your book expresses your wondrous information, your creativity, and your genius. It's your dream come true. Or is it? You have already tried a few venues--maybe an expo, book signings, press releases, book reviews, distributors, wholesalers, speaking and book tours.

Now, there is a new way to market those unsold books. Use the Internet. And you don't even have to have your own Web site or spend money.

Get ready to create a continuous, passive income. Be ready for those checks and charges coming your way often!

What Kind of Books Can I Market?

Depending on your passion, your willingness to learn a new way, and putting energy into your campaign, you can market any kind of book: how-to, non-fiction, fiction, short special reports, booklets, training manuals, workbooks, poetry, short stories, articles.

Sell your Print Books and Create New eBooks

If you already have a print book, you can still sell it Online. One way to draw attention to it is to write a short eBook on the same subject. This won't take long.

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Online audiences read all kinds of books. Many will want the shorter electronic version and be perfectly willing to print it. Others only want a book they can hold and enjoy on their nightstand a long time. They will buy the longer version.

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To publicize your books start writing short articles, anywhere from 400-1200 words on your book's topics. When you submit to online ePublishers, Web masters and ezine owners, each article will be seen by thousands, even hundreds of thousands of online readers. They are hungry for information. That's why they go to the Web.

To the bottom of the ezine, add a signature file that gives your title, tag line, book title, free offer, phone numbers, and e and Web addresses.

While your title may impress some, your tag line is far more important. What major benefit do you bring potential buyers? For example, "Helps professionals make money on their books through the Internet." Offer a free report or a free ezine to seal the deal. Not only do more people want to know more about your book, you will have their email address to send further promotions to.

Divide and conquer. Use your one book as a springboard for many others and catapult your sales

Judy Cullins, 20-year Book and Internet Marketing Coach works with small business people who want to make a difference in people's lives, build their credibility and clients, and make a consistent life-long income. Author of 10 eBooks including Write your eBook or Other Short Book Fast, Ten Non-Techie Ways to Market Your Book Online, The Fast and Cheap Way to Explode Your Targeted Web Traffic, and Power Writing for Web Sites That Sell, she offers free help through her 2 monthly ezines, "The BookCoach Says...", "Business Tip of the Month," and blog Q & A at <http://www.bookcoaching.com/opt-in.shtml> and over 170 free articles. Email her at Judy@bookcoaching.com.

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The Recipe for Getting Published

By Mridu Khullar

Got talent but no clips? Here's the recipe for getting published...

* Procrastinating

When you've finally decided you have to put into writing the fabulous idea that just struck, you enter the first phase of the writing process. "I'll start tomorrow," "I'm not inspired yet" and "I just don't have the time" are some of the phrases that will form a part of your vocabulary. When you've incorporated them into your daily lifestyle, you're ready to enter the second phase.

* The Blank Screen

You sit in front of your computer, usually without a clue to what you're supposed to be doing. You stare at the blank screen constantly without blinking. You may take short coffee breaks or a walk, but you still make it back to where you started. Type a few lines of crap, then erase. Repeat this process a number of times, and proceed.

* Feeling Guilty

Now you begin to wonder what kind of a writer you actually are. Your love for writing suddenly disappears and you make futile efforts to convince yourself that this was what you were meant to do. You know you're in this phase when you start considering other job options. When you've finally decided to quit writing, the next phase begins.

* Getting Over it

You inform your family and friends that won't be writing any more and they do everything in their power to convince you otherwise. Sooner or later, you give in to the pressure and decide to write again. The time taken in this step can vary according to the intensity of your denial and the inability to land another job.

* Writing

In this stage, you finally manage to prepare your first draft. This may take several days, and in some cases, several years. But after this stage, you'll be back on track and the fears and anxieties of the earlier steps will slowly die out. Pat yourself on the back (if you can) or get somebody else to do it for you.

* Editing and rewriting

Read and reread your work so many times that you're totally sick of it, as you correct mistakes, improve the style and add important things. Now your writing is almost in its completion stages. But before you start flying again, you might want to come back on earth to complete the remaining steps.

* Showing off

You show your manuscript or article to your friends, family and neighbors asking for

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opinions on it. Try not to think about the check you'll be getting while they voice their thoughts. Some of you may want to hire professional help. In that case, opinions from friends and family don't count.

* Submission

Convinced that you have a winner, you approach the editors or publishers you're planning to submit to. Arm yourself with a good query and convince them to ask you to send in your work.

Caution: Editors have an uncanny habit of throwing things out the window. So, read the submission guidelines before making any moves!

* Desperately Waiting

A long process, but can vary depending on the cruelty of the editor. This phase could last from as little as a week, to more than a few months. Try to stay patient, and don't lose your cool. DO NOT send inquiries about your submitted work (at least for the first few weeks).

* Rejection

If you're new to writing, this stage will almost always have to be dealt with. If you're lucky enough to get accepted right away, you may skip the next step. This stage could lead to excessive drinking and spells of depression.

* Repeat

Repeat the submission and waiting steps as per requirement.

* Acceptance

You should be flinging your arms in the air and screaming at the top of your voice. Try not to scare the neighbors though. This stage is marked by a temporary spell of insanity.

* Getting published

When your work is published and you're carrying your work all over the place to tell people about it, you can be sure you've reached the final stage. This marks the final line. Now just sit back and enjoy!

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How to Plan a Program around Mystery Stories

by Chris King

Several weeks ago I received an e-mail from an elementary school media specialist who was in search of a storyteller who told mysteries. They had planned a “Mystery Week” at one of the schools where she works. She had e-mailed me, not because I was known for telling mysteries, but because I am quite active in the Ohio storytelling community and should know many Ohio tellers and their specialties. I didn’t know of any who told mysteries! And, thinking about the many stories I have heard, I didn’t remember hearing any mysteries.

But, I did have a solution for her. Because I love a good mystery, and because I was ready for a new storytelling challenge, I told her that I would do it. I was at her school all day telling to K-2, 3-4 and 5-6. It was a huge success. Keep reading if you love mysteries, too, and want to know how I proceeded.

The first step was learning the ingredients of a good mystery. And most good stories already include many of these. There must be a problem (crime), a perpetrator of the crime (usually, not knowing who or what this is creates the mystery), a motive (reason) for the problem (crime), all the necessary clues for solving the mystery and the resolution (solution).

The next step was to find the stories to learn and to tell. Most of the mysteries I have read involve murder, and I knew that wouldn’t work for elementary school age children. I also knew that there was a big difference between Kindergarteners through sixth graders and the types of stories that would be fun and challenging for each group.

A story for all the groups. I have my own and quite popular interpretation of “The Case of the Black Bubblegum” where I involve my own family - my son Chris, especially. The problem and perpetrator is the gum; the motive is that the gum needs my son as a host to stay alive, the clues are that the gum keeps returning to its host; and the solution is that I keep the gum from its host and it finally dies. I decided that this story would work for all ages and it did - it is always a hit!

I picked stories for K-2 that were easy for them to follow yet held a kind of mystery. First was the little boy who answered the phone while hiding in the closet (a mystery for the caller and his family). Then there was the “Mystery of the Three

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Dolls" (I changed it from a riddle to a mystery); the "Case of the Empty Pot" (seed did not grow because it had been boiled); and one of the *Encyclopedia Brown* stories.

Let me tell you about the *Encyclopedia Brown* stories by Donald J. Sobol.

Leroy Brown (known as "Encyclopedia" because his head is filled with facts) is a fifth grader who has his own Brown Detective Agency, helps his father, the Chief of Police, solve mysteries and catch the criminals. There are many, many books and each is filled with short, interesting challenges for Encyclopedia. The clues - which range from scientific facts to observed behavior - are there, Encyclopedia solves the mystery and the reader is directed to the page that tells "How?" I learned and used several of these for each group. The media specialist was delighted because they have many of the books in their library.

For the third, fourth, fifth and sixth graders, I had the announcement made that they should bring a paper and pencil with them for making note of clues. I also found that they listened intently throughout - you could have heard a pin drop! The third and fourth graders weren't as quick with the answers as the fifth and sixth graders, but that was OK because they had thoughtful answers and I would tell them when they were getting close to the solution.

I also found a great kids' mystery website at: <http://kids.mysterynet.com> where two cousins, Nina Chase and Max Decker are the detectives. The clues are all there and you can either solve the mystery or ask for more clues. Again, the fifth and sixth graders were quick with the solutions.

Two other stories that I used with the older groups were a math problem of sons dividing their deceased father's herd of camels and the "Wise Judge" that appears in the first book of [Ready-To-Tell Tales](#) by David Holt and Bill Mooney. This one stumped the third and fourth graders, but not one quick student in the older group. *Note: this is also the book where I found the story of the Three Dolls. It is filled with wonderful, never-fail tales.*

With each group, we followed the telling with time for questions and answers. Of course, everyone wanted to know if the Black Bubblegum story was true, but they also wanted to ask questions about mysteries and storytelling, along with writing stories. There was lots of interaction during the solving of the mysteries and the follow-up sessions.

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I left the school feeling that all the work of learning new stories and spending the whole day telling was well worth it. I not only had a blast, but I now have a new niche and plenty of new stories in my repertoire. My only advice to you is to tackle something like this if you love the genre and be prepared for a challenge - and lots of FUN too!

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A Treasure Trunk of Tellers' Tips

By Chris King, Patti Christensen, Rose the Story Lady, Stephen Hollen, Steve Otto, Mary Morgan Smith, Sharon Kirk Clifton, and Dianne de Las Casas

Every two months I have had the delightful opportunity to share tips from my storytelling friends in the Tips Column in the [National Storytelling Network's](#) (NSN) Storytelling Magazine. Realizing that not everyone who visits this website is a member of NSN - although I highly recommend you join - I have decided to periodically start sharing some of these wonderful tips on this site. Because of space limitations in the magazine, I also have many tips that have been sent to me, but not used. So, this will solve both situations and it will become a win-win-win project for all of us. I hope you enjoy them - I received a lot of great feedback the first time I tried it - and let me know if you like the change of pace and hearing from a full troupe of tellers. Read on!

From Story to Storytelling

The journey from story to storytelling can happen in several ways: 1) A request "Can you tell _____ story?" You must decide yes, you can and will learn it, or no you can't or won't. 2) A story grabs you and won't let you go. You MUST tell it. This may take a short or long time, but it is like wrestling with an angel...it must happen. 3) A story finds its way to you, you decide you'd like to learn it and you do. Knowing which of these situations are happening helps me know how to begin learning the story.

Patti Christensen

Professional Storyteller
tellstories@hotmail.com

Historical Storytelling

I believe historical storytelling should be as accurate as possible. However, there are often conflicting versions of the same story. Whatever stories you decide to tell, be sure to share the information that there are ambiguities in this history. Tell your listeners that you are telling stories that represent how it "might" have happened. The difficulty of doing accurate historical research is a lesson kids can learn also. Just because something is in print does not make it accurate. It's an important concept, isn't it?

Rose the Story Lady

storylady@civprod.com

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Crafting Stories Is a Three Step Process

1. **The first step** in crafting stories is leaving the door open for ideas. I keep a file of ideas that I use as I create. These story starters may be news articles, pictures, a phrase in a book or just a thought I had at some point. I keep outdated business cards in my wallet for the purpose of making notes when I think of something. One of my favorite stories started with a note I wrote, "remember sitting on old washing machines?"
2. **Second**, I set specific times to practice the "craft" of writing. I go through the idea file to find something that attracts my attention. I tape the original "idea" onto a "story sheet" and begin adding thoughts that could turn into a good story. I often go straight from this step to writing either the "bones" or the entire story, but usually the story grows a step at a time. At any given time I have 30 or 40 of these pages going with ideas and outlines in some form.
3. **The third step** is actually writing the story. This is when I play with words and phrases and read things out loud to see how they translate from the printed to spoken word. Oral tradition kicks in and the written notes take a back seat the joy of the sound as the story flows.

Stephen Hollen

Appalachian Storyteller and Humorist
storyteller@commkey.net

Effective Ghost Stories

The effect of ghost stories is achieved by keeping your audience off balance. Make sure you put a few ghost jokes, in your program, and even add humorous asides to the really scary ones and the impact of the ending is magnified. Get your audience saying "Something's going to Happen, Something's going to Happen, Oh it's all right, it's a funny, Oh my gosh SOMETHING'S GOING TO HAPPEN!, no . . . it's a funny . . ." Then cut them off at the knees with the scary ending. What you have done is build the tension of the story while putting the audience off guard and then you get them!

Steve Otto

i-tell@juno.com

Timing, Timing, Timing

In humor it's not location, location, location; it's timing, timing, timing. Don't rush! If most beginning tellers tend to talk too fast, that is doubly true for people telling a funny story. Give your audience time to catch the humor. Sort of a ... "Huh? ... Oh!" reaction is most common before laughter actually begins. If you keep talking, your audience won't have time to get to the "Oh!" and laugh. That said, there will

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undoubtedly be times when they won't catch it no matter how long you wait. Then you just have to forge ahead and give them another chance. Watch really good comedians to see how they use timing.

Mary Morgan Smith
storysmith@comcast.net

Importance of Program Agreements

Early in my career, I simply shook hands with the client. Experience taught me to use signed "Program Agreements." Each time I would have a negative business experience, I would live with the results, so as not to make an enemy, and tighten up the contract for future engagements. Last year, my PA was one page of 12-pt. type. This year, I've still kept it to one page, but the font size is 10-pt. Shortly after developing the current contract, I was very glad I had it in place. I consider the PA a part of being a pro teller. The client expects and gets a professional quality program. Having a good contract is a part of that professionalism.

Sharon Kirk Clifton
Purveyor of Magic Beans and Seeds of Truth
imjacksmama@hotmail.com

Take a Risk

How about:

Risk raising your fees and getting paid what you are worth.

Risk tapping into new markets and making inroads for storytelling.

Risk telling a risky story and holding true to your artistic standards.

Dianne de Las Casas
dianne@storyconnection.net

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Tellers' Tips on Various Topics

by Chris King, Mary Lee and Frank Sweet, Fran Stallings, Kate Dudding, Mel Davenport, Jane Sims and Mary Garrett

Every two months I have the delightful opportunity to share tips from my storytelling friends in my Tips Column in the [National Storytelling Network's \(NSN\)](#) Storytelling Magazine. Realizing that not everyone who visits this website is a member of NSN - although I highly recommend you join - I have decided to periodically start sharing some of these wonderful tips on this site. Because of space limitations in the magazine, I also have many tips that have been sent to me, but not used. So, this will solve both situations and it will become a win-win-win project for all of us. I hope you enjoy them - I received a lot of great feedback the first time I tried it - and let me know if you like the change of pace and hearing from a full troupe of tellers. Read on!

Tandem tellers provide a lively spirit to history stories, even when there is little dialogue. After a story has been chosen, crafted and divided into parts, each teller must learn his/her part. The next step is to practice together. The last line that one teller says must end with a cue word to let the other teller know when to begin. This is VERY important. As the story unfolds, you may find that certain details are difficult for one teller to remember, but easy for the other. Simply transfer that part to the other teller. I have trouble remembering names. So my partner will say, "Tell them about General John Reynolds." If one of us forgets an important detail, the other can easily work it in. When one teller is speaking, the other should step back a little and look at the speaker.

Mary Lee Sweet

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The dilemma in choosing a story is between informative value versus entertainment value. In the immediate, people are entertained by the comforting and familiar. You are keeping their attention when the listener silently exclaims, "That is so true!" But, like a Chinese dinner, the familiar and comforting leaves folks hungry again an hour later. To make a lasting impression, you must make the listener exclaim, "I didn't know that!" All education wrestles with that dilemma, and history is no exception. Tell people what actually happened, and they can be horrified, offended, and turned off to the point that they stop listening. Sugar-coat the tale too much and it no longer informs.

Frank Sweet

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Years ago I was pondering the "taste" of different kinds of stories. The tongue can sense only Sweet, Sour, Bitter, Salt (and the recently discovered meaty MSG taste, which has a Japanese name I haven't learned yet).

Happy sentimental stories are, of course, sweet.

Teaching tales are meaty.

Anger, defeat, and resentment are bitter – as are tales which keep alive the grudges of the past.

Tales of regret, separation and lost love are tart like lemon or vinegar – but with the passage of time, can mellow into compassion.

In chemistry class we learned that when you neutralize bitter alkali with sour acid, the result is salt.

So I think that humor often develops from Anger neutralized with Compassion.

That's why Humor is the salt of life.

Fran Stallings

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<http://www.franstallings.com>

When creating stories about people who lived in the last 150 years, I search for words that the person spoke or wrote. I find that a person's own words reveal so much about him/her, and that I want to share those words with my listeners.

Obviously, an autobiography is an ideal source. However, contemporary newspaper accounts can include interviews the day after newsworthy events in people's lives.

When researching one person, who lived in New York City in 1905, I had my local library's interlibrary loan librarian borrow microfilm of a newspaper from the New York Public library. I only paid the postage. When researching another person, with a newsworthy accomplishment in 1883, I went to the library in his town. All issues of the town's newspaper were on microfilm. He told a reporter that while he received no money for his accomplishment, it had been "a labor of love."

Kate Dudding

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<http://www.katedudding.com>

Storytelling was somewhat of an isolated experience for me during the first years.

I told stories in specific church related venues or conferences, but didn't really know about the storytelling profession or that other storytellers existed. Then I went back to college, became computer literate, and my small-world tale became an epic saga filled with real-life characters from cyberspace. When I joined [STORYTELL](#), a whole world of storytelling was opened up to me. Cyber-tellers introduced me to state and national organizations, to professional development books and website resources, and to the storytelling profession. These friends sent "bare bones" of stories and my own personal stories were birthed from some of those mere ideas. Computer

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technology may not count as a down-home, front-porch experience, but for me it has sure enhanced it! Ya'll drop by, set a spell, now, ya here?! I'll save a cyberspace for you.....

Mel Davenport

LuvandStories@aol.com

It is very hard to organize any storytelling event successfully without getting your PR into print or on the air.

1. Create an up-to-date database of all broadcast and print media within 100 miles of your event. You may save valuable dollars if they accept news by fax or e-mail.
2. If you plan a day for students to attend or tellers to visit schools, establish communication with school officials before the annual budget is set.
3. Well formatted and professional looking press releases, fact sheets, calendar listings, and fliers add credibility to your event. Always "spell check."
4. Important strategies to remember are Timeliness and Consistency. You can't begin to promote an event or festival too soon: 12 months out is good. Locate Events and Calendar editors, introduce yourself, and set up a meeting to talk about your event. This is particularly important in launching a new event.

Jane Sims

StoryBuff@aol.com

<http://www.storyteller.net/tellers/sims/>

I believe in workshops! I love to go to workshops! I enjoy the new ideas and the chance to concentrate on the art of story and spend time with other tellers. When I give a workshop, I provide some sample stories and suggestions for selecting, developing, and telling stories. I tell a few of my favorites and, most important, leave some time for participants to tell to each other in pairs or small groups. It's the telling that makes a storyteller! . . . and the encouragement that helps one tell more!!

Mary Garrett

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Human Rights Through the Art of Compassionate Rebel Storytelling

INTRODUCTION:

Stories of Compassionate Rebels

It has been said that whoever tells the stories, defines the culture. Perhaps that's why people are looking for new stories, stories where the response is not violence, retaliation, and war, stories where basic human rights are not violated. Everyone wants to believe that human beings can make better choices than the ancient paths of destruction and despair.

The events of September 11, 2001 came as a new story to most Americans, but others around the globe have been living with similar atrocities for generations.

In addition to stories of armed retaliation, however, more and more stories have begun to emerge that speak to the more powerful, graceful part of ourselves when we let our pain and anger serve as a catalyst for rebelling against the status quo and taking compassionate action.

We first discovered the power of such stories when we began to wonder what would happen if we told stories not just from the vantage point of the victim but from a place of power and a belief that ordinary citizens can effect social change when faced with adversity and outrage. These are compassionate rebel stories.

Shortly before September 11, 2002, we collected a number of such inspiring stories and published them as *The Compassionate Rebel: Energized by Anger, Motivated by Love*. Now this collection can provide the new stories we so desperately need to stop the cycle of violence escalating in the world around us. In these compassionate, rebellious acts of ordinary people, human rights are affirmed. Such stories of how people have responded to "That's not fair" help us to tap into our own compassionate rebellion to create other stories and through them to change our culture.

The compassionate rebel exists in all of us. Our challenge is developing ways to tell our own stories and bear witness to the stories of others in order to create a more just society and protect the human rights of all.

We present the following lessons in hopes that the power of our stories put us on a more humane path.

Rebecca Janke
Growing Communities for Peace

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Compassionate Rebel Storytelling

PART ONE: Stories of Compassionate Rebels

1. Story Selection:

Select appropriate compassionate rebel stories from *The Compassionate Rebel: Energized by Anger, Motivated by Love* by Burt Berlowe, Rebecca Janke and Julie Peshorn. The book may be purchased or five stories are available on the website www.compassionaterebel.org.

2. Study Team assignment:

- a) Introduce the assignment with a discussion of the idea that *"Whoever tells the stories, defines the culture"* (see above). Ask students to identify familiar narratives, real or fictional, that illustrate how stories convey the values of their society.
- b) Divide students into study teams and assign one story to each study team. Ask each team to read the story (together or as a homework assignment) and discuss the reflection questions at the end. Encourage them to apply compassionate rebel concepts to their own lives and community.
- c) Ask a spokesperson from each team briefly to describe their story and summarize their discussions.

3. Class Discussion:

- What are some of the values these stories convey?
- In what way were these people rebellious? In what way compassionate?
- What other types of compassionate rebels do you know whose lives and actions could serve to create a new chapter for this book?

PART TWO: Personal Storytelling

1. Introduction:

Explain to students that we all have important personal stories that can also convey our values. Divide students into pairs and explain that each pair will share stories, one speaking while the other takes notes. These notes will then serve as the "raw material" for writing these stories. Emphasize the importance of respecting the privacy of all storytellers.

2. Telling Stories of Injustice

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- a) Working in pairs, students tell each other an early memory of injustice that they personally experienced. They should try to include these questions:
 - What happened and how did you respond?
 - Was one of your human rights denied?
- b) While one student talks, the other takes notes on the stories trying to capture the exact phrases or words the storyteller uses.
- c) Students then exchanges story notes and then write their own story using those words and phrases (These could be part of a homework assignment)

3. Telling Stories of Joy

- a) Working in the same pairs, students tell each other a joyful early experience. They should try to include these aspects:
 - Describe what happened in as much detail as possible, including the sights, sounds, smells, textures, and taste.
 - Who was there? What were people doing?
 - Why did this experience make you so happy?
 - Did you experience a human right in action?

Again record each other's story using the exact phrases or words the storyteller shares with you.

Students then exchanges story notes and then write their own story using those words and phrases (These could be part of a homework assignment)

4. Telling Stories of Struggle

- a) Working in the same pairs (or a private writing session) students describe a current dilemma or struggle they are experiencing. They should try to include these questions:
 - What makes it difficult
 - What would you like to have happen to resolve the situation?
 - Are there human rights in conflict?
 - b) If working in pairs, use the process of listening and recording as used above.
 - c) Students write their dilemma stories.

5. Analyzing the Stories

When the stories have been completed, invite students to reflect on what they have written. This reflection might be in the form of class discussion, discussion in pairs or small groups, or private writing.

- a) Stories of Injustice:
 - How did you respond to the injustice? Do you still respond that way?
 - What was your conflict resolution style then? What is it now?

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- What method are you using with your current dilemma as described in the third story? If you are, is this method still effective? If you are not, could your new method have been effectively applied? Is it time to try something different? (NB: We tend to develop our conflict resolution style before we are three years old and keep it unless we learn new things along the way.)
 - Have any metaphors appeared in this story that have meaning for you?
 - What have you learned about yourself after doing this exercise that you didn't know before? Write your conclusions.
 -
- b) Stories of Joy
- Why was this particular event joyful?
 - What does the story show about what you value and hold as important and meaningful?
 - Who else was present with you in this memory? What do you remember about this person or persons? What legacy did they give you? Is this a legacy that can be applied to your current dilemma?
 - Have any metaphors appeared in this story that have meaning for you?
- c) Stories of Struggle
- What does your story of a current dilemma or struggle show that you value?
 - Anger is good for identifying what you are against. Try to write a statement about how this dilemma or struggle shows about what you are against.
 - Once you know what you are against, ask yourself what you are for. By doing this, research shows you will have three times the amount of energy to strive for it than you would have had if you only focused on your anger. Knowing what you support also allows you to tap into your compassion and gives you specific ways in which you can work for social change. Write a statement about what you are for, care about, and support.

PART THREE: Becoming a Compassionate Rebel

1. Taking a Compassionate Rebel Response:

From your writings and the compassionate rebel stories you've read, brainstorm with your partner and/or another pair of partners about how each could respond as a compassionate rebel response to personal struggles or dilemmas.

- What response would you would like to make?
- What concerns, fears or excitement might you have in carrying out your compassionate rebel act?
- What support might you need to make this act?
- What steps would you need to take?

Write this part of your story.

2. Assessing a Compassionate Rebellion:

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Report back to the group the results of your compassionate rebel act.

- Did it improve the situation?
- How did it make you feel? How did it make others feel?
- What human rights were addressed?
- If you had to do it over again, would you change anything? If so, what?
- How did you feel acting as a compassionate rebel, even if it didn't change the situation?
- Do you feel this compassionate rebel act would make a good TV show or movie?

3. Writing Your Own compassionate Rebel Story:

Compile all previous writing into one compassionate rebel story and submit to www.compassionaterebel.org where stories are being continually collected for just this purpose.

Thank you for contributing to a culture of peace and nonviolence!

Rebecca Janke, Associate, University of Minnesota Human Rights & Director, Growing Communities for Peace.

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Bonus story

Imagination

by Eric Okeke

"The challenges are not in the marketplace. They are in the mind"..... Jean Bernard

As we progress into the year, it is time for the professional and business class to "charge your imagination" for greater exploits this year. Take this message from IMAGINATION himself. Is IMAGINATION a person you ask? Yes he is, and he wants to address you, this season. It would be worth your while to listen. His sentences are short and the language is in the first person. This is the preamble of his message.

I am in your mind, your regular companion. I am of divine origin. You cannot see me, but I am always with you. You do not always acknowledge my presence and person. That is why you have not tapped into my power.

I inspire people, motivate them and propel them to achieve the extra-ordinary. I am available and you can use me for greater exploits. I am a good shepherd. I have the ability to make you form mental pictures, generate new ideas and show you business opportunities beyond your sight.

I give creative ability to a writer, and the power to see things which do not exist. I take people beyond their natural limits. Those who tapped into my power have made impact on humanity- the great scientists, politicians, inventors, writers, war veterans, statesmen, world leaders, sports legends, industrial barons and multinational corporations. I am IMAGINATION. I help you see the hidden, not only the distant. Great people have used me, you too can use me. I am easy to manage.

I have creative powers. I give wisdom and can help you catch your vision. I activate your faculties. I am not perishable, but you can perish without me.

I am ageless, yet I am like a baby. You need to nurse me to get the best from me. I am never in a hurry. You need patience, humility, and sound mind to use me. Be persistent and steadfast, I will put the world in your pocket. Neglect me; you will live a mediocre life. I activated the lives of great men and women. I can activate yours too. Who am I? I am IMAGINATION. Now this is my message:

Have you caught Vision 2030? By that I mean, do you know what would the world of business be like in year 2030? You can only figure it out if you use your of imagination. Let's go! Imagine this.

You go shopping at a shopping plaza. A product catches your attention. It is well

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packaged and branded. The name: Peoples Bank. You wonder how a bank can be on a supermarket shelf. Your attention has been arrested by something unusual just like the biblical Moses and the burning bush. Your curiosity is aroused. You want to find out what kind of bank is this? No bank has done this before. People's Bank is the first to do so. A bank on a supermarket shelf? This is just an imagination for now, but it may not be so in 2030 given the rapid development in information technology and E-business. I am IMAGINATION...I inspire people.

Dear professionals, I have a message for you. With imagination, you can form mental pictures of the world of business in 2030. Time separates us from 2030, but imagination can take you 26 years ahead or bring it to the present. I am a mental supersonic aircraft. I travel faster than light and sound. But unlike commercial jetliners, I cannot crash. But you can crash if you do not use me. Listen to me and give me your attention. You need me to see the nature and volume of business in 2030. Without me, you cannot do so. As you read this message, you are embarking on a Vision Flight to The World of Business in 2030 which exists in the realm of imagination. Estimated flight time is 15 minutes for reading this message, and we shall be cruising at an altitude of 2808 words above writing level. You are traveling on Infomedia Writing Line. Your pilot is IMAGINATION.

Please listen carefully to the information about the place we are flying to The World of Business in 2030.

People's Bank is already giving an insight of what to expect in 2030 when technology will put banks on supermarket shelves, chain stores, and even in homes. Technology will take man beyond the earth to put life in other planets. Are you surprised? You better believe me. In year 2030, the world's commercial airlines will be making commercial flights to the moon. Man would have completely subdued the earth with science and technology. I am IMAGINATION, I inspire people.

Take British Airways for instance. It prides itself as the "world's favorite airline".. Airlines are already forming alliances to go global.

There is the Star Alliance, the alliance network for earth. There is the Qualifier Group. British Airways belongs to One World. It is a pointer to what air travel would be like in 2030.

The world in 2030 would be one big world of diversity with each constituent part, race, and gender and markets contributing to a unified world. God made the earth One World, but man turned it into Many Worlds.

What is the key to one business world?

It is, alliances, mergers and acquisitions, common markets and currencies. It is already happening. The EU is here.

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European countries have merged into a common market served by a single currency, the Euro. By 2030, the United States of America and Canada would have completely fused into a single market ruled by a new Dollar. Asia will evolve into a continental whole.

Germany is now one country. The two Koreas are courting each other after more than 45 years of separation, while the Asian Tigers are evolving into a Super Tiger. I am IMAGINATION, I inspire people.

At the other end of the globe, Latin American countries will fuse into a continental market. Soccer will facilitate it. Great news is coming from Africa.

Ravaged by poverty, military rule, AIDS, malaria, and battered economies, their continental body, the Organization of African Unity has transformed into the African Union (AU). The aim is to fuse markets and economies. Before 2030, Africa will have a common currency, The Mandela. Remember the great African statesman, Nelson Mandela who moved from Prison to Presidency after 27 years in jail to emancipate his people in South Africa.

That is not all. The economies of Oceania and Australia will fuse into a common market. These market dynamics will herald the forming of One World in 2050.

E-Business and globalization will be the drivers of change. Governments will not necessarily merge by year 2030. They will remain, but markets and currencies will merge completely. Then we shall have One World of Diversity. Markets represent the anatomy of One World.

And a common currency is the economic blood that will lubricate flow of trade and promote free exchange of goods and services.

Before 2030, more than 100 currencies of countries will fuse into five continental currencies. One: The new Dollar will rule North America. Two: The Euro is already in charge of Europe. Three: The Mandela will hold sway in Africa. Four: Latin America will throw up The Columbus, to immortalize the man who discovered the continent. Five: The Oceania will adopt Oceanic as their currency. Australia will be too proud to adopt it and will try to muzzle its currency through to cover that region. As national currencies fuse, so will the orientation of their nationals.

But there will still be trouble spots. The Middle East will still be in turmoil. The Arabs and Israelis will never end their hostilities. The region will refuse to fuse with any of the emerging continental markets and currencies. And they will use oil as a global weapon.

The same thing for Asia. Asian countries will agree in principle for a single currency,

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but the rivalry between Japan, Korea, and China will delay implementation.

In 2030, the five continental currencies, barring all odds and delays, will fuse into one global currency- The Globo, that will rule the world from thence. This global currency will feature the picture of a Revolving Globe, that will serve a truly one-world market. It will be an electronic currency, accessed by information technology. That is when the world will be completely ruled by E-business. I am IMAGINATION. I inspire people.

Dear professional. You think a global currency is not feasible? It is already being discussed. See what The Economist of London wrote about One World, One Money: The magazine says, In difficult times, people are encouraged to think the unthinkable. A global currency is not a new idea, but it may soon get a new lease of life . Mark the two words on thinking, they are products of Imagination.

That lease of life can only come from professionals who use their imagination to think the unthinkable. If this comes from The Economist, you better listen because the magazine commands global attention. It is factual and authoritative. That is the mission of this message. Not only to picture the world of business in 2030, but for you to acquire wisdom from leading authorities on your way to 2030. That will be when The Globo will usher in the era of total free trade across nations and markets where most trade barriers will be dismantled. It will be One World, One Currency.

By 2030, it will no longer be who are you or where are you from? That will not be necessary. What matters will be what your vision is? Where are you going? What can you do? How global are you? How much value can you add to humanity because the world then will be completely value-driven? Take The Economist magazine for instance, it churns out more than 124 pages of information and analysis on global business, finance, politics, and economics every week. Yet you do not see the bylines (names) of the editors and writers. It is a pointer of things to come in 2030. I am IMAGINATION.

I inspire people.

In 2030, the World Bank will become a global bank that oversees one truly global market. Central Banks of nations will give way for Continental Banks. The International Monetary Fund (IMF) will change to the International Monetary Force. Still IMF, but with a new focus. A global currency, The Globo, needs a global bank, and a global monetary force to sustain it.

Globalization and one currency will throw up global opportunities in 2030. You need a global mindset to tap these opportunities, and it takes Imagination to do that. Use me dear professionals, I will put the world in your pocket.

Have you observed this? Every event that brings the world together commands

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global attention and promotes peace, joy and harmony. Check out the soccer World Cup and the Olympic Games. Nations are clamoring to host them. In 2030, there will be no single host. Events and matches will hold in different parts of the world simultaneously. Technology will make that possible and people will watch events on palm top electronic devices. Technology will compress the world into your hands.

FIFA, the world's governing football body is already moving in this direction with the dual hosting of Japan-Korea 2002 World Cup. In 2030, the World Cup will be played in a world of many nations, no longer in a nation of many cities. The Olympic Games will also transform. No longer Moscow 80, Barcelona 92, Atlanta 96 or Sydney 2000. It will be Global 2030. I am IMAGINATION. I inspire people.

By 2030, power will change hands, from governments to citizens, corporations to employees, professionals to customers, clergy to the laity, husbands to wives, and from man to technology. Business Schools will go global turning from B-Schools to G-Schools, producing global managers. These MBA's will work for global corporations. Labour and capital will gravitate towards best opportunities unhindered by One World and lubricated by a Global Currency.

Some global corporations have already caught Vision 2030. You can discern that from their promotions.

Instinet, a Reuter's company says: "The bigger the crowd, the better the performance. A world of buyers and sellers ready to trade" And I add, without let or hindrance. So shall it be in 2030. Mega corporations will command global presence in 2030, if not more.

They will be OMNI. They are already speaking the global language. The HSBC financial services group says, she is "your world of financial services. Wherever you are in life, HSBC will be there for you".

Lufthansa, the German airline says, "We get you closer to the world". Which world? One World of course, which is the name of an alliance of airlines. The Allianz Group, Europe's leading insurer says, "Wherever you are, whatever you do, the Allianz Group is always by your side". That is the language of 2030 already in use today. I am IMAGINATION. I inspire people.

Global corporations will rule the markets in 2030. They are merging already- Daimler Chrysler, AOL-Time Warner, Glaxo-Smithkline, PriceWaterhouseCoopers, Hoechst Rhone-Poulenc. These are corporations of today, reinventing for 2030. The race is on. TIME magazine says, "Step out of your world". To that I add, step into One World. The Economist says it is "the global cocktail, shaken and stirred". To that I add, begin to drink that cocktail for 2030. The International Herald Tribune has global eyes. Little wonder, it is the world's daily newspaper. To tickle your Imagination of the world of business in 2030, see the advert the newspaper ran in TIME: Global markets. Global communications, global technologies". The direction is

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globalization for One World in 2030 when man will operate commercial flights to the moon. The power of your Imagination, technology, and globalization will herald year 2030 for your business.

More changes will come in 2030. There will be no Third World, Developed or Developing countries. The world of business in 2030 will be powered by imaginative entrepreneurs, controlled by mega corporations, lubricated by a global currency, and serviced by global managers who are essentially a network of visionary managers working all over the world. Many professionals will be multilingual then, speaking many languages. Milton Moskowitz captures this multilingual trend vividly in his book, *The Global Marketplace*, where he wrote this about the multinational oil company Shell: "Geritt A. Wagner, a Dutchman who spoke five languages fluently and who headed Shell from 1972 to 1977, once called the company one of the three most truly international institutions of the world. The other two he was thinking about were the Catholic Church and the United Nations".

In 2030, there will be no United Nations as a body.

The name will change to Nations United. There is a difference. The former is a congregation of nation's representatives in one body and place. The latter is a coalition into one global nation amidst diversity.

In concluding this message, my dear professionals, I want to draw your attention to this advert copy:

"Beyond your imagination. This is the new promotional pay-off, of Omegabank, a universal bank operating in Nigeria. This is the new name for this bank that has caught Vision 2030. You can catch this Vision too, if you tap into my power. I am IMAGINATION. I inspire people.

Dear professionals. This message is not to excite you.

Far from it. It is to transform your business with my power so that you can position your good selves properly for Vision 2030. For this message to sink into your mind, I draw your attention to the words of God in Proverbs 4:20-22: "My son, give attention to my words, incline your ear to my sayings. Do not let them depart from your eyes. Keep them in the midst of your heart, for they are life for those who find them and health to all their flesh".

Epilogue:

My final charge to you dear professionals is this:

Discover yourself, catch Vision 2030, determine your mission, locate your market segment, transform yourself into a brand, have a trademark, nurse ideas, use your imagination, be creative, work with wisdom, offer value and satisfaction, promote

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your endeavors and nurture enduring relationships with your customers. These are the biomarketing indices that will rule the world in 2030.

If you do so, you will succeed. I want you to succeed.

If you succeed, then I have succeeded.

That is why I am in your mind, to help you to succeed.

This is my message for you this season. And this will be the most memorable message you will ever hear. I thank you for flying with us. Shalom.

Your partner for Vision 2030.

Imagination.

Eric Okeke is a motivational speaker, business writer, copywriter, and corporate storyteller with more than 20 years experience. He is one of Nigeria's most experienced financial journalists. His strengths are creative writing, humor, publicity, and storytelling. His E-mail: ericosamba@yahoo.com

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About the Compiler of these articles

Before venturing into the internet business world, Aneeta was a practising lawyer. She specialised in medico-legal work. However, after becoming thoroughly disillusioned by legal practice, she decided to do something that would make her truly happy and she became the author of two books - The Banana Leaf Men (a novel) and Mad Heaven: the biography of Tan Sri Dato Seri Dr. M. Mahadevan. She is passionate about writing and Hindu Mythology; not wanting to waste all that she had learnt, she combined her knowledge and [How To Tell A Great Story](#).

The two products that are most in demand on this site are the ebook: **How To Tell A Great Story** priced at only \$9.90 and *Great StoryTelling Network!* which is a free bi-weekly newsletter she manages with Eric Okeke from Nigeria.



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- Why your storytelling skills will become completely natural... (forget about trying to dress properly to impress your audience, or trying to figure out their "body language" or engaging them in the story that could take months to learn).
- **What kind of story are you really telling (you'll be truly amazed when you discover this powerfully simple secret)!**

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Our aim is to give a platform for people to voice their ideas, share their thoughts and resources, thereby creating a melting pot of people who then bring about opportunities in business for everyone.

Some of the columns that we publish are as follows:

StoryAfrica
 Tips for Great Story Tellers
 "What's Your Fascinating Story? "
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