

Volume 1 of *Great StoryTelling Network!*
Tips for Storytellers

Introduction

If this is you have been sent this ebook as a gift from some of our subscribers, we bid you Welcome to 'How To Tell A Great Story'.

In 'How To Tell A Great Story', we (Eric and I, Aneeta) manage a bi-weekly newsletter called the *Great StoryTelling Network!*

The aim of *Great StoryTelling Network!* is to give a voice to storytellers. Our storytellers are not restricted to authors but include motivational speakers, business writers, copywriters, corporate storytellers and many others. Our aim is to provide a free platform for everyone to participate and create a melting pot of people who then share their ideas, resources and thoughts.

One of the columns we feature is **Tips for Storytellers**.

In this ebook, we have collated the tips from the first fifteen editions of our newsletter.

You are at liberty to send this ebook to anyone you like. The only restriction is that you cannot modify any of the contents.

Thank you and Happy Reading!

Sincerely yours,

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INAUGURAL ISSUE

Volume 1, Issue 1
23 February 2005

Reflections of love

The tip for today has to do with putting a little of yourself in your story and watching the magnificent results that unfold!

In line with our theme of 'Love and 'Valentine's Day', let us assume that you have found your Valentine and she has agreed to go out on a date with you. During dinner, the lights are low, the food is fine and the wine is flowing. You would like to tell her a little more about yourself and begin conversing in the following manner: [by the way, take lots of things for granted in this conversation: for example, the same conversation can apply where it is the woman who is telling her own tale. Also, imagine that we live in an ideal world and the conversation at the dinner table flows in the manner I have set out.]

He:

You know, when I was a little boy, I was the cutest one on the street. I was the first to count to ten and my house was the biggest on the street. Then one day, my friend and I went out to play and we got caught in a fantastic adventure. I was, of course, the hero. I saved the day. It all began like this ...

She:

Oh my God. He's all *I, I, I*. When is this going to end? she thinks to herself. Now, watch her reaction when a different approach is taken.

He:

Do you mind if I tell you a story?

She:

No. Not at all. I love stories. What's this one about?

He:

Well, it's actually about a little boy. He was the cutest one on the street. He was also the first to count to ten and he was fortunate enough to live in the biggest house on the street. One day, this boy and his friend went out to play and they got caught in a fantastic adventure. This little boy was, of course, the hero. He saved the day. It all began like this ..."

At the end of the story...

She:

What an interesting story that is. Is it all true?

He:

Well, actually, it is my story. I am that little boy.

She:

[gawking!!] Oh my God. That was you?

He's so modest, she's thinking to herself. This is the kind of man I should get to know.

So you see, when He told His story as if it was someone else's He was able to get Her full and undivided attention. It did not sound like He was bragging and He got the message across. She was enamoured enough to want to know more and continue with this friendship.

Storytellers the world over employ this technique. How many times have we heard authors say, "there is so much of me in the main character"? A good storyteller is able to narrate his own tale, without others knowing what part is fact and what part is fiction.

Put a little of yourself in your story and you will see a huge difference in your the results of your efforts.

I hope you enjoyed reading that tip.

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Volume 1, Issue 2
9 March 2005

When 'me' becomes too much ...

Last week, I wrote that to make a story interesting, one should put a little of themselves in their story. Now how much of 'me' should one be willing to put in?

Let's start with how much *not* to put in. I remember once listening to a lady speak. She was my medico-legal lecturer and the topic was about misadventure in obstetrics and gynaecology - she was illustrating the point by telling us what had happened to her when she had her baby. In the beginning, we were quite fascinated that she chose to share it. All that was needed was merely to say, "the gauze was not removed after the operation." We were not medical students and it was not necessary for us to know where the gauze had been left, for how long it had been there and the consequences. The fact that this item was left in the body was enough for a lawyer to know that something had quite seriously gone wrong.

However, she described exactly where this offending item was left and she added pictures and slides. It was too graphic and in the end, it ruined the presentation and left us all feeling a little nauseous. She had given us just too much information.

So, how do you prevent saying too much and yet ensure that your story is interesting?

I always use this as my standard - your listeners are not your therapists. They only need enough information to understand the topic/point you are trying to make. You can share your experience but stick to the basics of telling the story. Do not share stories that may make your listeners feel uncomfortable. If it is a story that you are ashamed of, then you need tell no one. If you can make your audience laugh with your story, however painful it may be to you, then half your battle of convincing your audience is already won. However, only tell your story when you can be 'removed' from it emotionally. If you tell your story and begin to cry uncontrollably half way, no one will understand you!

I hope you enjoyed reading that tip.

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Volume 1, Issue 3
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The power in words ...

The most effective tool for any storyteller is his words. He may have materials like charts, pictures and diagrams to illustrate his points but when it comes down to the essence of storytelling, it is his words that count.

So choosing the right words for the right story is crucial to any storytelling task. One way of choosing the right words is to know who the members of your audience are even before you begin to speak. One of the things I show readers of my ebook, [How To Tell A Great Story](#), is something called 'Character Profiling'. In this, I tell my readers to create profiles of each of the characters that they wish to describe in their story.

When you use the same technique of character profiling for your audience, you cannot go wrong. The words you use to describe your audience will go a long way to setting the tone for how you narrate the story. Without realising it, you will also begin to know the right words to describe your own story.

Let's look at an example and see how it can all go wrong.

Telling a child a story is, I think, one of the most challenging tasks. I remember watching a young embittered woman many years ago trying to tell a group of children the Easter story. Instead of making the Easter Bunny something cuddly and loveable, she told them they should not even think about getting bunnies for pets because rabbits reproduce very fast and these children would never be able to look after them. You should have seen the big tear drops just waiting to fall from those toddlers' eyes.

Three mistakes this lady made which you must avoid when telling a story -

1. She completely detracted from the main story which was all about Easter.
2. She obviously forgot that she was telling a story to children and not to an adult counsellor.
3. She did not stick to this simple formula when telling stories to children:
 - o Have a plan - a simple one will do. For example, a hero who has reason to travel away from home, faces difficulty but returns home happy.
 - o Choose a Hero - this must be someone likeable and one your child can relate to.
 - o Your hero must always have a problem and he will always be the one who saves the day.
 - o For a children's story, ALWAYS have a happy ending.

I hope you enjoyed reading that tip. Feedback would be most welcome!

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Mistaken Identity ...

I once had a conversation with a gentleman that went something like this:

Mr. X: Let me tell you the story of Adam. His father, Steven was looking after him. He was really a very nice guy but was born with deformities. He grew up in an unhappy home and his father used to abuse him. He ended up going to jail you know.

Now, I was confused. There were many thoughts going through my mind:

1. Was Adam a nice guy but born with deformities?
2. Was Steven a nice guy but born with deformities?
3. Did Adam grow up in an unhappy home where Steven used to abuse him?
4. Did Steven grow up in an unhappy home where Adam's grandfather abused Steven?
5. And really, who ended up going to jail - the grandfather, Steven or Adam?

Can you see how confusing this one statement was. To be precise in what you say is really an art. It is not something you can get right immediately. However, the moment you begin to try, it will bear fruit. People will understand you better and your storytelling skills will improve dramatically.

The tip for this week, therefore, is that you must always be certain about exactly who it is you are talking about.

I hope you enjoyed reading that tip. Feedback would be most welcome!

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Just listen!

Family is always a wonderful resource for storytelling. There is drama, humour, tension, mergers, acquisitions, hostile takeovers, underhand dealings, betrayal, tension, romance, boredom, neglect, rags to riches, travels to exotic and far off places, cruelty, unexpected kindness, visionary characters, people who have had more than their share of suffering, single parents, orphans, death, destruction, mental illness, physical illness, extra-marital affairs, religious confrontation, politics and so much more.

Listen to the story of someone older than you and you will probably be told a story of wisdom that comes from years of experience. Listen to the story of a child and you probably re-discover the child in you or an innocence that you have probably lost.

This is the tip for today - you must listen to what someone is saying. If you begin to listen, the person telling the story will become more inspired to communicate generously. A good listener gives full attention to the teller, does not interrupt or contradict the facts of a story as it is being told, and offers the teller encouragement with an interested facial expression and body stance. When a teller feels encouraged by an interested listener, there is joy in the telling.

Here is a list of topics that you should be aware about and listen to when someone is telling you their story. Recording this information, collating it and thereafter structuring it can help you tell that great story of yours.

- The house the storyteller lived in
- His house, neighbourhood, favourite places to visit.
- His school, classroom and teachers
- What did he do for sport and recreation?
- Where did he and his family shop for groceries or did they cultivate their own?
- What was the weather like at the time - were there any significant events like an earthquake or tsunami or volcanic eruptions - what was this experience like?
- Was it difficult to find a job?
- What did they do?
- Did they work in their chosen career?
- What were the working conditions at the time?
- How did they travel to work

This list could go on and on. The above is just a small number of questions you can ask. I hope you found that tip useful.

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"I have a story to tell - mine!"

Rebecca Janke made this statement when explaining about the new genre of storytelling, compassionate rebel storytelling:

"With Compassionate Rebel storytelling we explore the raw emotions that often lead to violence and hopelessness, but in this genre of storytelling we share how people have taken those emotions and used them as springboards to human greatness." What happens if you think, "Even though I have experiences I would like to record, how do I do it? I have no story to tell."

So, here is my tip for you - change your mental attitude and say, "I have a story to tell - mine!"

Then get a book and each day, have the discipline to write at least 1 page. Put your thoughts, your emotions, your ideas, really, just anything. Even if you think that you would like to record a recipe, do that.

The easiest example I can give you for this is the story of Desiree. The story I know was actually the movie adaptation of Desiree's life: I watched Marlon Brando portray Napoleon and Jean Simmons, Desiree.

In reality, one of the most sought after women of her time, Desiree Clary was the daughter of wealthy parents and went on to become Queen of Sweden. Initially courted by Joseph Bonaparte, she became engaged to him before becoming romantically involved with his brother Napoleon. Again engaged, she was also approached by other leading French soldiers in General Junot and General Marmont. Despite the offers put to her she married General Bernadotte. In time, General Bernadotte was adopted by the childless King of Sweden and Desiree Clary became royalty. Her son became King Oscar I of Sweden and the royal house she helped begin still reigns today.

In the movie, right at the beginning of the story, Desiree is given a journal by her father and she begins to record her story. Her entries take the better part of 25 years and when it ends, Desiree is about to become Crown Princess of Sweden! She recorded everything - the thoughts, feelings and even the roses that Josephine had given her when Desiree delivered her first child!

Imagine that, if you enter 1 page of data every day, in a year, you should have 365 pages.

Now, a little secret - open any novel and you will see that there is an average of about 250 to 300 pages per novel! After a year, you will have a full novel in your journal. All you need to do is organise it so that there is a structure to your tale and I guarantee you will have your great story! Indeed, if it is not your intention to write a

book, then you can even pluck out entries in this tale of yours to help you in making your presentations.

I hope you found that tip useful.

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Where do I begin?

A great deal of storytelling has to do with imagination. Often, however, people are at a loss as to how to begin. One way to begin to weave a story is to take a proverb and then create a larger scenario. Here are examples of some proverbs that may help.

- One finger cannot lift a pebble.
- When elephants battle, the ants perish.
- If you chase two hares, you will not catch either.
- The pot calls the kettle black.
- The sieve says to the needle: You have a hole in your tail.
- It is better to turn back than to get lost.
- Talk does not cook rice.
- After the rain, there is no need for an umbrella.
- You can't chew with somebody else's teeth.
- Mistrust is an axe at the tree of love.
- Not all that is black is charcoal.
- Little brooks make great rivers.
- Do not look for apples under a poplar tree.
- Every ass loves to hear himself bray.
- He that goes barefoot must not plant thorns.
- Better to be a free bird than a captive King.
- A blow passes on, a spoken word lingers.
- You can't spit on my back and make me think it's rain.
- A crooked branch has a crooked shadow.
- The heaviest burden is an empty pocket.
- It takes a village to raise a child.
- One dog barks because it sees something; a hundred dogs bark because they heard the first dog bark.
- To hide one lie, a thousand lies are needed.
- Eyes can see everything except themselves.
- Haste makes waste.

Use some of these to help you weave your story. Here's an example of a short piece that uses the proverb, 'All that glitters is not gold'.

Gary Glitter, born Paul Gadd in Banbury, Oxfordshire, in 1944, was an illegitimate child who never met his father. Brought up by his grandmother and his young mother, who often struggled to cope, he led a wayward childhood. At the age of 10 he and his brother were taken into care.

He cut a record for Decca at 14 and set off on his quest for stardom. Fame and fortune finally came at the age of 28, when Glitter hitched his act to the emerging glam rock scene of the early 1970s. He picked the name Gary Glitter from a choice of Terry Tinsel, Stanley Sparkle and Vicky Vomit.

His breakthrough single was *Rock 'n' Roll (Parts 1 and 2)* and in 1973 Glitter scored a string of chart hits penned by himself and his producer Mike Leander, including *I Didn't Know I Loved You (Till I Saw You Rock and Roll)*, *I Love You Love*, *Do You Wanna Touch Me*. It was also the year of his most famous song - *I'm the Leader of the Gang*.

In time, he became bankrupt, bounced back, turned to Buddhism, became a vegetarian, overdosed on sleeping pills and was convicted of drink-driving. In all of this his appeal to the public still endured. Finally though, his popularity took a blow when he was convicted on 54 counts of possessing child pornography.
I hope you found that a useful tip.

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How To Prepare For and Grant Press Interviews For Great Results

For those of you who are veterans at giving interviews, please just read this and add to it if you so wish. For those who are novices, this might help you to be a little more prepared and not taken unawares.

Last week, I was interviewed by a reporter from a national newspaper about my project. Now, from preparing for the interview and actually going through the process, I learnt something new which I thought I should share with you.

I knew that what I had to do was to tell the reporter the story with the most important and significant facts first. However, I also know from previous experience that I am now cautious of meeting members of the press because I end up saying the wrong thing and that one thing is used over and over again. Now with the internet, the world gets to see this 'mis-truths' and it is replayed over and over again.

So this time, I tried a different approach.

1. I began by trying to anticipate what she would ask me.
2. I then prepared all the questions I would ask myself about the project - this was much like the page I prepared for the project itself.
3. I then prepared all the answers as I wanted them to appear and printed out a copy for myself, which I was quite prepared to give the reporter if she wanted it.

Even though I had done this, I can tell you that when the time came, I was still taken off guard. She began her questions not in the manner I thought she would but asked something else. I thought she would begin with "Who is Gemma?". She began with "Why are you starting this project?" Now, nervous that I was, I was a little stumped when she did not follow my sequence of questions; but, this time only for 1 second. I just turned the page to where I had answered the question of why and rattled on. I was even confident enough to show her how the whole thing would work when an order was made and what a customer would rightly receive when the order was processed.

After the whole interview was over, I analysed it. I realised that she naturally started with "why" because she would already have an inkling about what the project was all about and without wanting to waste time, she would just need answers to the reasons for a particular project or work undertaken. Once the reason for the project has been noted and understood, then all the other 'filler' information is added from who's involved, where and other details.

All that being said, let's see what actually gets published!

I hope you enjoyed that tip.

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Volume 1, Issue 9
15 June 2005

Painting your Story

Today, I thought I'd share with you a little tip about how to 'paint' your story.

In a painting, the artist will usually begin with a blank canvas. He would first use a basic colour to outline the structure of his picture. Then as he progressed, he would develop the painting by adding colours, mixing them, changing their density and just playing with the colours until he has finished his masterpiece.

Likewise, in writing, the same method can be used. Here, I am going to show you how one basic 'paint' can be used to describe a scene - the 5 senses that most human beings are born with.

I am in the Kuala Lumpur International Airport waiting for someone to arrive. I begin to observe things around me. What I notice is this: The colours featured most in here are silver and blue because of the steel frames and the marble flooring. I know that one of the trees outside produces the jasmine flowers but I cannot smell them. All I hear are people speaking English but with a huge American accent. The taste of the coffee is strong as it is from one of the many 'imported' outlets like San Francisco Coffee or Coffee Bean. The air-conditioning must be set on "High" because I'm freezing!

- The colours featured most in here are silver and blue because of the steel frames and the marble flooring – refers to the **sense of sight**.
- I know that one of the trees outside produces the jasmine flowers – refers to the **sense of smell**.
- All I hear are people speaking English but with a huge American accent. – refers to the **sense of hearing**.
- ... Taste of the coffee is strong as it is from one of the many 'imported' outlets like San Francisco Coffee or Coffee Bean. – refers to the **sense of taste**.
- The air-conditioning must be set on "High" because freezing! – refers to the **sense of touch**.

I hope you found that a useful tip.

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Volume 1, Issue 10
29 June 2005

Tell a great story at a wedding!

As StoryAsia and StoryAfrica both concentrated on weddings, I thought I should pick up on this theme and give you a tip with this concept in mind.

Of all the wedding receptions I have attended, only two stand out and in both, the person who gave the traditional speeches told stories. The story they told was a wholesome story which had a personal touch and this certainly made the entire speech memorable. So, here's a list of the things I suggest you include if you are asked to make a speech at a wedding.

- Start your story by introducing yourself and how you know the bride and the groom. You may wish to add that you are honoured to be chosen to make the speech.
- One important point is that you must address both the bride and groom; sometimes one party is forgotten and it's not very nice. In Malaysia, I have noticed a trend in recent years where there is a part that is called a tribute to the bride and another is a tribute to the groom.
- Humour is always good and material can always be gathered from things that happened at the stag party or the hen's night. One thing though, never show pictures of what happened at these events. Remember, at a reception, the guests are not just friends of the bride and groom but sometimes people who are older as well and it's just not in good taste to show pictures of the bride or the groom misbehaving! Believe me, it's happened before and everyone was quite embarrassed.
- One good tip is to read messages from invited guests who were unable to attend.
- Concluding with a toast to the bride and groom is always the proper way to end a speech.

I hope you found that a useful tip.

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Volume 1, Issue 11
13 July 2005

Tips for writing non-fiction work

Here are some tips to consider when writing non-fiction work.

1. Know what the purpose of your book is - basically, what this means is answering the question of why you are writing the book. Is it as a challenge to you? Is it to brand your business?
2. What does your audience want - when you know who your audience is, then you need to figure out what is in demand. There is no point in writing about how to lose weight when the audience you are focusing on are all people who are recovering from some form of an eating disorder.
3. Use the internet to promote your book - there are thousands and thousands of people who would be willing to market your work for free. You just need to have the patience to find them. (incidentally, we offer the 'Tell Everyone About ...' which you can use.)
4. Start your book about how you can help your client.
5. Write about what you know. The hardest way to write about a topic is to write about something you don't know.
6. In non-fiction work, it's always better to end with a sort of workbook. However, this is a personal choice. With [How To Tell A Great Story](#), I received feedback that most readers preferred to have the workbooks separately.

I hope you found that useful.

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Volume 1, Issue 12
27 July 2005

Funny Tips

With all the doom and gloom around, to lift everyone's spirits, I thought I would share with you some funny tips for great storytelling.

- Go ahead and appreciate the really awful stuff that others say is great fiction.
- Be very careful about using a much hated person as a muse for one of your characters - to make your character balanced, you will have to find something appealing about him/her and you may actually find yourself liking the person you hated.
- Forget about trying to write about honest politicians or lawyers - there are very few in real life to base your stories on.
- If you happen to have family members who doubt that you can make it as a storyteller, then don't invite them to come along when you're invited to appear on shows like Oprah Winfrey's show.
- Love writing, and writing will love you back - or so the myth goes.
- Never underestimate the power of the editor; give them enough Prozac along with your manuscript
- Promote your writing ONLY to those who can read.

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Volume 1, Issue 13
10 August 2005

Tips for Telling Personal Stories

Personal stories are becoming more popular today than ever before. The benefits that accompany the telling of a personal story when doing anything at all are enormous. So here are a few tips on how to tell a personal story.

Tell personal stories that others can relate to.
Every single person's experience has been different. However, we have all had teachers, probably have a pet, want pet or brought home a story pet. Everyone has had some adversity in some way, a memorable childhood experience or so on.

Make sure that your personal story has the necessary ingredients of a story.
Always start with a conflict or some challenge that must be overcome.
Your stories should carry a message/meaning for the listener (it may have a different meaning for each listener — even different from the meaning it has for you — but meaning nevertheless).

Your listeners are not your therapists.
Avoiding stories that will make listeners feel uncomfortable knowing your deep down secrets.
I also suggest avoiding stories that you are not yet ready to tell because you have not finished dealing with them yourself.

"Where can I find personal stories to tell?" – all around you.

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Volume 1, Issue 14
24 August 2005

Seven things to avoid when telling your stories

Many times, stories are fascinating. However, when the person who tells the story is useless, the story is spoilt and the storyteller's foray into storytelling is a failure. I thought that in this edition, I would share with you some of the things I have learnt from observing other storytellers and also from my own experience. By all means, if you have any you'd like to add, just email me.

Here are seven things you should avoid when trying to tell your story.

1. Never start your story until everyone in your audience is prepared and giving you their full attention.
2. Do not, lean against the wall, blackboard, whiteboard or desk behind you.
3. Don't fiddle – whether it's with your marker pen or paper.
4. Do not look up at the ceiling but look at your audience.
5. Do not swing your arms back and forth.
6. Do not go back to your seat until you've said the last word – you do not want your audience to miss the last words of your tale.
7. When you have told a joke, wait for the laughter to die down before continuing.

I hope you found those tips useful.

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Volume 1, Issue 15
7 September 2005

The exercise of storytelling

One of the universal acts that man can do without any restrictions whatsoever is exercise. When I went to a gym recently, I realised that much like exercise, the principles are similar to storytelling and I thought I would share with you some of what I discovered.

1. Start!

How many times I have heard people say that they just can't start telling their story. However, it's just like exercising - start telling your story (even if it's gibberish in the beginning) and after ten minutes, you'll get into the flow and your storytelling will pick up.

2. Concentrate on the parts that you would like to tone and shape.

Always tell a story that you want to tell – not a story that you think others want you to tell.

3. It's infectious.

When you tell a story well, you will see that others will be drawn to you. Stories you tell can be used to help people understand some of the problems you face or even, by extension, some of the problems they face. Needless to say, stories entertain.

4. Not every piece of equipment is for you.

When you go to the gym, you will realise very fast that not all the equipment is for you. Likewise, when you do try a new piece of equipment, you may find that it helps you by leaps and bounds. In storytelling, you can try different techniques and you never know, in all that exercise in storytelling, you may even develop your own.

5. When you hit the plateau, it's time to change.

In a weight-loss programme, many times people reach a point where they no longer derive any benefit from the same exercises they've been doing. Likewise, you need to keep adding new stories to your 'storytelling-exercise-programme' to continuously make it interesting.

6. It's become necessary to exercise.

Once you're a storyteller-pro, you will find that it's a need in you to tell stories. If you don't, you'll feel miserable.

7. Storytelling is much like the Pilates exercises.

In my gym, there's a saying about Pilates which I think, applies to the exercise of storytelling as well.

After ten storytelling exercise, you start feeling comfortable. After twenty storytelling exercise, you notice the difference. After thirty, other people notice the difference as well.

I hope you enjoyed those tips.

All the best,
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About the Authors of this E-book



and



Aneeta Sundararaj and

Eric Okeke

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 the novel *The Banana Leaf Men*. 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.



And Here is What You'll Get In 'How To Tell A Great Story'

- Many simple "Storytelling Nuts and Bolts" exercises that are guaranteed to bolster your storytelling skills (and confidence) 300% within a single week of practice.
- **The secret "R.P.I. Principle"© that is as easy to understand as baking a cake!**
- The way you can use the "R.P.I. Principle"© to instantly connect with people you've never met.
- **The single, biggest mistake struggling storytellers make and how to avoid it.**
- Why "telling it as it is" doesn't work...and what you can use instead to gain far greater results.
- **The six most important questions you need to ask yourself to make each and every story you tell believable.**
- 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)!**
- How marketing gurus use the "R.P.I. Principle"© to sell you their stuff ... every single time.
- **How the "I" in the "R.P.I. Principle"© has enabled hundreds of people and small business owners to develop a magnetic, charismatic "aura."**
- How to use the "R.P.I. Principle"© in public presentations and blow audiences out of their seats!
- **How people ALL OVER THE WORLD for CENTURIES use the "R.P.I. Principle"© to consistently mesmerize thousands of them when they just begin with the first moment that they look at their audience.**
- Simple, fast ways for anyone to work the "R.P.I. Principle"©.
- **Powerful strategies for developing your storytelling technique using our "R.P.I. Principle" and then seeing how you have power over others after only one week of consistent practice)!**
- The "R.P.I. Principle"© that EVERYONE is using but never publicly teach!

To find out more about this ebook, go to <http://www.howtotellagreatstory.com>.

Great StoryTelling Network!

Aneeta, together with Eric Okeke from Nigeria, publishes a bi-weekly newsletter, *Great StoryTelling Network!* that aims to give a voice to storytellers of the world which creates opportunities in business for everyone.

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
StoryAsia
Tips for Great Story Tellers
"What's Your Fascinating Story? "
Articles and Book Club
"Blow Your Own Trumpet!"
Beyond 'How To' ...

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