

Dave Bricker Storytelling Introduction

(Please read with enthusiasm, exactly as written)

Have you ever struggled to create messages that customers actually *want* to hear?

Have you wondered *why* some messages connect with audiences ... and others don't?

Are you talking about your clients ... or talking about *yourself*?

Today's guest spent *fifteen years* sailing in search of *stories*.

He's the author of *twelve books*, including an adventure sailing memoir, two books about writing, and three about *storytelling*.

His company, Remarkable Stories, Inc., teaches the art of business transformation through storytelling. If you want to *say* it, *share* it, or *sell* it, bring him your story He'll help you *tell* it.

Today, he'll be talking with us about how stories work and how *we* can use *strategic storytelling* to *grow our businesses*.

Please welcome award-winning speaker, author, designer, transatlantic sailor, tough love presentation coach, and pretty good jazz guitar player, *Dave Bricker*.