



# Storyshowing: How to Stand Out from the Storytellers

Sam Cawthorn

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## DESCRIPTION

### Take your audience on a journey to leave a more lasting impact

*Storyshowing* is an instruction manual for making connections. Storytelling has been shown to be one of the most effective methods of persuasion, motivation and inspiration, yet the disconnect remains — you're still only *telling*. To truly influence people, you need to go deeper than that — you need to *show* them your story. By inviting your audience in, you connect on a much deeper, more emotional level; you bypass the brain and connect at the root of what it means to be human, leaving a profound impact on their entire outlook. This book shows you how to transcend telling and start *showing* your story, using an easy-to-follow framework you can start applying today. Unearth your own experiences, and bring your vulnerabilities out into the light; share your emotions and forge a path to true communication. Use images, body language and gestures as tools to build that indelible connection; then and only then will people *truly* engage and transform their thinking.

No matter your message, the impact lies in the delivery. This insightful guide equips you with the tools and skills you need to start communicating like never before.

- Share more powerful stories using a simple 5-step method
- Build confidence, influence others and make a deeper connection
- Be more persuasive in presentations, pitches, calls and talks

- Transform the way people think by inviting them inside your story

The difference between telling and showing is like the difference between a lecture and a play. It's the difference between giving information and taking the audience on a journey. The difference between a brochure and a test drive. *Storyshowing* helps you level up your communication to leave a lasting, more profound impact.

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## ABOUT THE AUTHOR

**SAM CAWTHORN** is a bestselling author, a speaker and an award-winning educator who reaches over 100 million people every year. He is the CEO of Speakers Institute and a Young Australian of the Year. Sam resides in Sydney with his wife Kate and their three children.

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