

## The Art of Storytelling in Public Speaking

It is important for speakers to remember that human beings have an insatiable appetite for stories. From the time we were children when we constantly asked our parents to, " Tell me a story" until the present time nothing has changed. We love to listen to and tell stories.

Life is filled with experiences and when we share these experiences we are telling stories. When we listen to the experiences of others we are sharing their stories. Can you imagine life without stories? What would we talk about?

To validate this human hunger for stories all you have to do is observe what happens when you meet an old friend you haven't seen for some time. The first thing you want to do is find out what they've been up to. This is a request to be told stories.

At a party all ears perk up when someone says, " Did you hear what happened to Judy?"

In Church a boring sermon suddenly comes alive when the preacher begins to tell a story.

You come home from work after an exciting or frustrating day at the office and the first thing you say is " You'll never guess what happened to me today." As soon as these words leave your lips you have peoples' attention. If you doubt this try saying, " Oh I'm sure you'd rather not hear this." and see them beg to be told your story.

This natural hunger for stories provides speakers and writers with a powerful magnetic tool to connect with and hold our audiences. NEVER give a speech without sprinkling it with generous doses of stories.

Stories inform, entertain and grab peoples' attention. Use them often and effectively.

Become a collector and teller of stories

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### About the Author

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