

The Perfect Story

author: Karen Eber

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Synopsis

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Read by the author.

"Come for the engrossing content, and stay for the lessons that might just change how you talk, write, and lead.â€• â€•"Adam Grant

Learn how to take any story and make it perfectâ€•"from storytelling expert Karen Eber, whose popular TED Talk on the subject continues to be a source of inspiration for millions.

What makes a story perfect? How do you tell the perfect story for any occasion?

We live in a story world. Stories are a memorable and engaging way to differentiate yourself, build connection and trust, create new thinking, bring meaning to data, and even influence decision-making. But how do you turn a good story into a great story that informs, influences, and inspires?

In *The Perfect Story*, Karen Eberâ€•"leadership consultant, professional keynote storyteller, and TED speakerâ€•"shares the science of storytelling to teach you to:

- Leverage the Five Factory Settings of the Brain to hack the art of storytelling
- Build a toolkit of endless story ideas
- Define the audience for your story
- Apply a memorable story structure
- Engage senses and emotions
- Tell stories with data
- Avoid common storytelling mistakes
- Use your body to tell dynamic stories
- Ensure your story doesn't manipulate
- Navigate and embrace the vulnerability of storytelling

Without relying on complicated models or one-size-fits-all prescriptions, this book makes storytelling accessible with practical and impactful steps for anyone to tell the perfect story for any occasion.

Through interview vignettes, *The Perfect Story* also shares approaches from different storytellers, including the Sundance Institute cofounder, an executive producer of *The Moth*, the former creative director at Pixar, the TED Radio Hour podcast host, and many more.

Whether you are leading a team, giving a presentation, hosting a podcast, selling a product or service, interviewing for a job, or giving a toast at a wedding, *The Perfect Story* will help you take your stories and make them

perfect.

Images and checklists are included in the audiobook companion PDF download.

Reader's comments

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