



The Art of Storytelling: Easy Steps to Presenting an Unforgettable Story

By John D. Walsh



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Can you captivate an audience with your story?

Many of us would love to hold the attention of a crowd, a classroom, or just a group of our friends by telling them a great story. We have felt the pressure of a public presentation or the disappointment of telling a story that others ignore. We are ready to be heard, ready to captivate.

In *The Art of Storytelling*, John Walsh takes us through the steps to presenting a compelling story—outlining the strategies that helped him move from stutterer to storyteller. This book will help any person with a story to share by walking you through all aspects of presentation . . . from what to do with your hands as you speak all the way to crafting a killer ending.

Whether you're telling bedtime stories to your children or Bible stories to a congregation, this book will take your storytelling to a new level.



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Bibliography

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Editorial Review

Review

Wonderful! Everyone has the opportunity to share stories – some of us do a great job and others need a boost. The Art of Storytelling breaks down the steps necessary to tell a wonderful story! Mr. Walsh writes in a soft conversational tone that offers the reader the opportunity to learn without the fear of failure. A must read for everyone wanting to tell their story a little better. This would be a great gift for seminarians and anyone in the communications field. Enjoy! NetGalley and Moody Publishers provided an advanced review copy of this book in exchange for an honest review.

Review by Lynda Smock, October 10, 2013, Goodreads

What I liked about this book was that story-telling wasn't restricted to just kids, it's presented as a way of sharing that can work for everyone. And while the first application for story-telling that came to mind was for sermons, this book also shows that it's possible to use it in a classroom setting.

If you're looking for a book that will help you in Children's ministry or in any ministry that requires public speaking, you should definitely pick up this book. 4 out of 5 stars.

Review by Eustacia Tan, October 20, 2013, Net Galley

People of all ages enjoy listening to a good story told. Stories are often a more effective means of conveying instruction and truths than didactic, analytical teaching. John D. Walsh, in *The Art of Storytelling: Easy Steps to Presenting an Unforgettable Story* gives readers, whether new to the art or are already experienced public speakers, tips and tools for improving their craft. Through numerous exercises and activities, the reader is encouraged to participate and practice honing skills that are introduced in each chapter.

John wants stories to become the point of telling stories. Too often in modern public speaking, stories are relegated to "spice up" sermons and presentations and to illustrate some points in them. The modern mindset has been conditioned to accept that stories are for children (and must have a stated application or moral), that "real teaching" happens in didactic lectures. John discusses how people relate to and recall stories far better than didactic teaching - lectures and sermons with "the big idea" or "here are three points."

The book itself is divided into three sections. Part one, the longest section, teaches the aspiring storyteller fourteen steps in preparing to tell a story. John further subdivides these steps into ten essential steps toward telling a good story, and four optional steps that may be taken to raise a good story to a great one.

This book is written by a Christian with the Christian audience in mind, but it can be valuable to anyone who speaks to an audience, whether to one or a million or anywhere in-between. Particularly, sections one and two are applicable to all public storytelling engagements. Even the third section can be valuable as case studies on how to turn written materials that may not initially strike the reader as a story, into an engaging story that can be told to an audience.

I highly recommend this book for all public speakers, but especially for pastors and church teaching staff.

Rating 5 of 5 stars.

Review Mark Kubo, Net Galley, October 21, 2013

In *The Art of Storytelling*, John Walsh clearly demonstrates that storytelling is one of the most effective ways to connect with people's hearts and minds.

Walsh's valuable insights from a lifetime of storytelling are applicable to parents (who want to capture their children's imaginations), business men (who want to impart their vision to clients and associates), teachers (who want students to think on their own), public speakers (who want to improve their skills), actors and writers (who want their characters to speak volumes - even without words), and anyone who wants to improve their personal conversation skills.

Walsh packs much from his storytelling workshops into this clear, easy to read guide.

The author makes elusive communication concepts simple to understand, and he gives helpful advice for practical questions like - What do you do with your hands while you speak? and How do I handle nervousness?

Towards the end of the book, Walsh talks about BibleTelling - using storytelling techniques to communicate Bible stories. In this section, Walsh explains why Bible teachers should not just give the point of the story away (which teachers are frequently tempted to do). Instead, Walsh shows teachers how to harness the power of storytelling to draw people in and get them to think on their own. As a result, life-changing connections are made!

Review by David Rainey, Net Galley, October 22, 2013

This book is not just a book about the techniques and methods of story telling. It is also a personal odyssey of the author's learning path toward great story-telling. He was inspired by people who spoke well. He was encouraged to pursue the path of public speaking by people who believed in him. He was willing to be trained, and to learn how to make stories come alive not just for himself but for the audience. The two pieces of advice Walsh provides in this book is worth remembering. Learn it well. Then teach it well. I am full of praise for this very powerful book of ideas that not only gives tips of how to craft and to present stories effectively, it inspires even the meekest persons or untrained individual to desire to give storytelling a shot!

I recommend this book highly for all speakers and speakers to be. Rating: 5 stars of 5.

Review by Conrad Yap, Net Galley, November 9, 2013

There seems much disagreement on if this is a good or bad book based on Biblical examples. Don't miss the point! People learn with stories, they remember with stories! Whether this is Biblical stories, a presentation at a seminar or reading to kids - don't we want them to remember? If not it's just a waste of time! And I don't like wasting time.

In full disclosure, I received a copy from NetGalley for an honest review. And honestly, there's a lot of good information here, packed in a concise but complete book chock full of tips from warming up your voice before hand to dealing with the umm..uh...well... stammers. He gives solutions for nerves, and emphasizes practicing.

This is a good book with a lot of great info. If you get stalled because the examples he uses are "religious" you're missing a lot of good content that works just as well in a business presentation. Rating 5 out of 5 stars.

Review by Jan Hoadley, Net Galley 11/21/13

The Art Of Storytelling will help you if you need to be able to tell a better story, or give a speech. Whether you are asked to tell a Story at Church, or teach a class. The Art of Story Telling could benefit you.

John Walsh breaks this book up into short easy to read chapters, giving you techniques for Storytelling, in your Bible Class, Sunday School or anywhere els you may need to tell a story. I wish I had this book when I worked with Children, because as short as it is, it is full with wonderful gyms, that can help you for years to come.

If you want to be able to tell a better story when you are asked to speak, or if you are a Sunday School Teacher who wants to better illustrate a lesson I would definitely reccommend The Art of Story Telling. Rating 5 out of 5 stars.

Review by Michelle Kidwell, Net Galley 11/21/13

This may be the most fun book I've read this year. As a writer, reader, and story lover, the title The Art of Storytelling grabbed me. Storytelling sometimes seems mysterious and out of reach. Storytellers are people from the past. You hear about ancient stories like Homer's The Illiad and The Odyssey being passed down orally by storytellers. We've lost that sort of reverence for the storyteller in American (at least in my estimation).

I will admit I was bored with the first chapter. My two questions with the first chapter were: first, do we really learn all that differently from the past? Is there such a neat division between the previous generation and this current generation? I agree storytelling is undervalued, but I'm not sure it's because we started learning differently. It would be interesting to see if there's studies to back the claim up. Also, I'm not sure there's such a sharp distinction between how men and women learn. I know some women who learn better with hard facts and some men that do or some that prefer stories and visa versa. These were minor parts of the book. Once he got into the techniques, games, and tips the book took off.

Review by Mathew Sims, Net Galley 12/5/13

Written by a person who started out as a stutterer, John Walsh is a Christian who has the Christian audience in mind, but his book can be valuable to anyone who stands in front of audiences of 5 people or 1,000 people. Learn it well, then teach it well. If you've been looking for a book like this, and you'd love to work with the exercises at the end of the sections, then you should look into getting this book.

Review by Spencer Robinson, Net Galley 12/27/13

John Walsh does a great job of taking you through the steps and art of story telling. He does so in a way that is interesting and engaging. This book is an excellent resource for anyone wanting to be a better, interesting and more engaging speaker and story teller. 4 out of 5 star rating.

Review by Darian Burns, Net Galley 1/17/14

Story telling is imperative when speaking to an audience. It is a great tool for keeping an audience engaged, and for helping a speaker to be relational and real with the audience--even Jesus did it to help explain things! However, it doesn't come naturally to everyone. This book takes the guesswork out of it and lays out the groundwork in an easy to understand way, explaining how to tell a story, and why it's so important. 5 out of 5 stars.

Review by Crystal Brothers, Net Galley 1/19/14

If this book were food, it would be a melt in your mouth roast beef dinner with mashed potatoes and gravy, buttered beans, hot rolls dripping with butter and best of all, a thick slice of warm apple pie with homemade vanilla ice cream.

It not only encourages and teaches a person to tell stories, but it provides the tools and ideas necessary to equip them. Best of all (the apple pie and ice cream), it tells us how to tell Bible Stories and why they are so effective. I both savored and devoured this book. I hope you will enjoy it too! Rating 5 out of 5 stars.

Review by Jael Roy, Net Galley 1/20/14

Are you a story-teller? I know, that is a very open question but guess what? If you are breathing, you are telling stories. Some people might not think they are story tellers but they are. If you have ever told a story to more than yourself, you're a story-teller. When I think of story tellers I don't typically think of myself. I think of men like Max Lucado. I once heard him teach and I could have listened for hours. Time flew by so fast and when he was done I thought it could have gone longer. I consider Max Lucado a master story-teller. In John Walsh's book, "The Art of Story Telling," he walks you through step-by-step how to captivate your audience, whether it's a classroom, a church, or a group of friends.

I recently recommended this book to a friend of mine that is a Bible teacher for a large women's Bible study and she looked at me like I was an idiot but once I read off some of the high points from my notes (yes, I take notes when I read), she agreed it might be w

From the Back Cover

The Art of Storytelling will change the way you tell stories!

Some people are great storytellers, while others cringe at the thought of speaking before a group of people. Yet, as John Walsh says,

We all have the gift of storytelling.

Whatever your ability, this book has something to offer you. If you are an experienced speaker, you can sharpen your communication skills to a new intensity. If you are just beginning to develop your speaking skills, *The Art of Storytelling* will enhance your ability, enjoyment, and effectiveness.

John Walsh is president of International Learning Solutions, which serves churches, schools, and individuals. John believes that storytelling can play a key role in ministry, education, and business. He has been a sought-after speaker for many years, using storytelling in all his lectures. Currently his most popular seminar is *Making a Bible Story Unforgettable*. John and his wife, Jan, make their home in Bloomington, Illinois. They have four grown children and five grandchildren.

About the Author

JOHN WALSH John Walsh is an author, speaker, and professional storyteller. He is founder of the Christian Storytelling Network, which networks Christian storytellers nationwide. He is founder and president of BibleTelling, an organization dedicated to teaching people how to learn and tell Bible stories and use them in all phases of ministry. John travels around the world, speaking at conventions and conducting trainings for missionaries, pastors, teachers, and Christian workers. He conducts BibleTelling seminars in Israel, telling

110 Bible stories at the 45 sites where they happened. He produces a weekly video podcast "BibleTelling - Story-of-the-Week." It is available on www.BibleTelling.org. With this, John tells the weekly Bible story and gives its background with added insights. John and his wife Jan reside in Bloomington, Illinois. They have four grown children and fourteen grandchildren.

Users Review

From reader reviews:

Frances Hairston:

Playing with family within a park, coming to see the coastal world or hanging out with pals is thing that usually you might have done when you have spare time, and then why you don't try point that really opposite from that. 1 activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you are ride on and with addition associated with. Even you love The Art of Storytelling: Easy Steps to Presenting an Unforgettable Story, you may enjoy both. It is great combination right, you still need to miss it? What kind of hang type is it? Oh can happen its mind hangout folks. What? Still don't get it, oh come on its known as reading friends.

Jeanne Gonzales:

Do you have something that you like such as book? The book lovers usually prefer to select book like comic, short story and the biggest one is novel. Now, why not seeking The Art of Storytelling: Easy Steps to Presenting an Unforgettable Story that give your pleasure preference will be satisfied by reading this book. Reading behavior all over the world can be said as the opportunity for people to know world a great deal better then how they react to the world. It can't be stated constantly that reading behavior only for the geeky man but for all of you who wants to possibly be success person. So , for all you who want to start looking at as your good habit, you are able to pick The Art of Storytelling: Easy Steps to Presenting an Unforgettable Story become your own starter.

Kai Martin:

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Verna Hibbard:

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