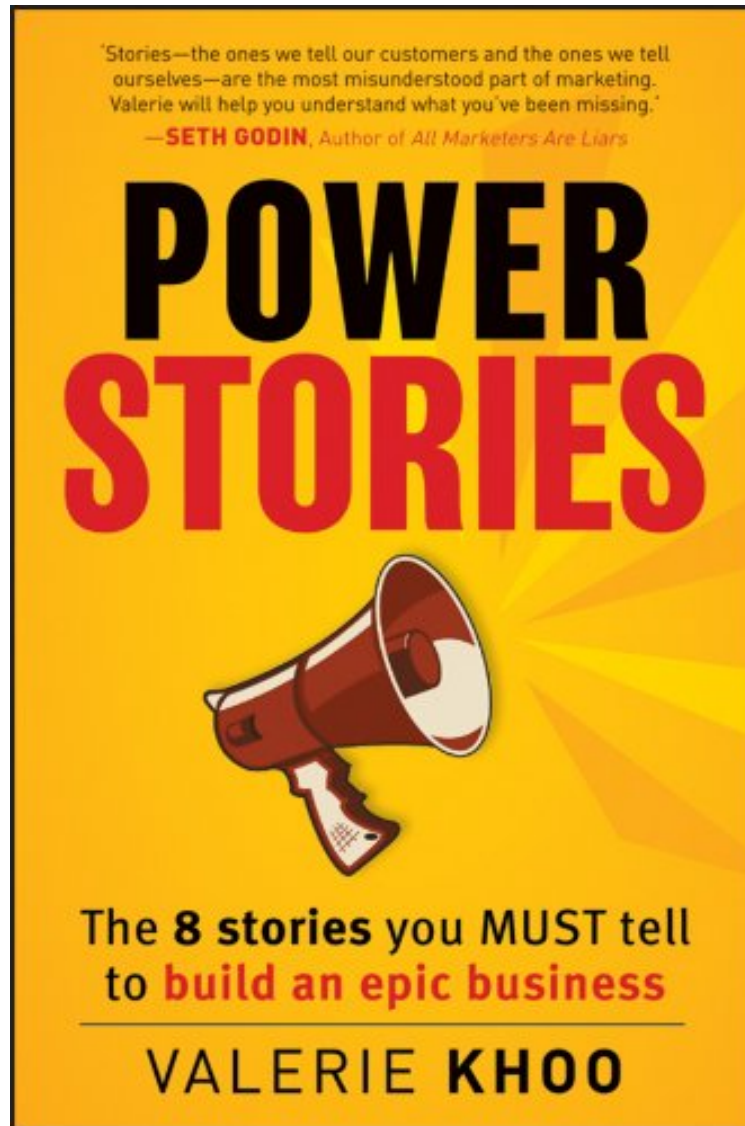


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## Power Stories: The 8 Stories You Must Tell to Build an Epic Business

Valerie Khoo

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**Valerie Khoo : Power Stories: The 8 Stories You Must Tell to Build an Epic Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Power Stories: The 8 Stories You Must Tell to Build an Epic Business:

1 of 1 people found the following review helpful. This is the little black dress of business booksBy Pamela M.J.I have long been convinced that our story is not only what underpins our identity but establishes our potential and therefore our future. It is part of my own coaching model, but a part I sometimes have to run "under cover" so to speak because

it seems "soft". Thanks to Valerie Khoo I now not only have the perfect tool to convince my clients (executives and business owners) of the importance and power of the STORY, but a guide to make it easy. Selling ourselves is a tough job. When asked "What's your story?" we often feel like the emperor (or empress) with no clothes. But Khoo is a great teacher. Every chapter is filled with examples (good and bad) illustrating everything from a good elevator pitch and investor pitch to a readable "About" page on your website and powerful testimonials (aka customer stories). As an added bonus she provides readers with downloadable templates for guidance. Keep this one on the desk, like you keep your little black dress always at hand, and you'll never be caught threadbare again. 0 of 0 people found the following review helpful. Highly recommended By Emily Scott The templates the author provides is worth the price alone. I've been using the customer story template now for a few months to collect the perfectly structured testimonials. Works brilliantly. 0 of 0 people found the following review helpful. The material is presented well By David Wedemire Valerie has a very effective writing style and presents useful real-life examples to aid in the absorption of the material

Learn to tell stories that have the power to inspire, motivate, and sell Storytelling in business is a skill that's rarely taught—and often forgotten. But it gives those who get it right the power to inspire and engage people more than any pie chart or spreadsheet ever will. Stories foster a deeply human connection, and *Power Stories: The 8 Stories You Must Tell to Build an Epic Business* gives readers the skills they need to master this lost art to make sales and seal deals. Whether it's in person or online, storytelling is an influential and persuasive tool. This book reveals how to discover the stories sitting under your nose and harness them for your business. From power stories readers need to know to how to turn prospects into customers, and customers into raving fans, the book covers exactly how and when to employ the power of storytelling, and is packed with proven strategies and real-life examples that bring the key concepts to life. Explains why storytelling is the ultimate tool for business success, revealing the 8 stories that any professional needs to be able to tell Includes proven strategies, tools, and techniques for mastering the lost art of storytelling in the business world, including the use of online tools and platforms Features real-life examples of businesses and entrepreneurs from around the world who have used storytelling to grow and thrive Written by Valerie Khoo, a respected small business commentator and successful entrepreneur, *Power Stories* gives professionals everywhere the tools they need to craft and tell great stories to create a competitive advantage.

From the Back Cover What stories do you need to tell to boost your business, build your profile and turn your customers into raving fans? Find out in *Power Stories*. When you tell the right stories, you can transform a brand into an icon, turn your customers into tireless advocates, and give your business—or yourself—an unbeatable advantage. With this book you'll learn to: tell the 8 essential stories guaranteed to engage, influence and inspire your customers, colleagues and clients recognise the amazing stories waiting to be uncovered to boost your business and build your profile master the powerful art of storytelling to connect with people authentically, make the sale and seal the deal broadcast your stories using both traditional platforms and the most powerful social media tools use compelling facts and figures to give your stories impact. Written for entrepreneurs, intrapreneurs, game-changers or anyone who wants to build an epic business, *Power Stories* is your essential guide to harnessing the awesome power of a well-told story. You'll also find more resources and templates to create your own power stories at [www.powerstoriesbook.com](http://www.powerstoriesbook.com). About the Author Valerie Khoo is a journalist, keynote speaker and one of Australia's most popular commentators on small business. Combining her passion for both business and storytelling, Valerie founded the Sydney Writers' Centre, which is known for its world-class training for corporations and individuals. She is also an investor and a mentor to start-ups.