

### **(Lesson 13) Is Storytelling As Powerful As I Make Out?**

Sometimes I take a step back from the laptop and pinch myself.

“Wow,” I say, shaking my head. “I’m able to find information on just about anything - all with a few taps on a keyboard.”

Think about it... **Think about how insane that sounds.** Science, religion, mathematics, history, human existence in all its splendour, available to us through Google. What’s even crazier is it didn’t used to be this way. I remember a time before the internet became available to everyone. We read textbooks. We had to listen in class, because the notes weren’t available to download an hour later.

A few days ago I needed to do a tiny amount of research on The 7 Stages of Grief (*we’re talking about 5 minutes*). 30 seconds later, Google offered everything I needed. Now, imagine this process two decades ago... Trawling through textbooks, flicking through chapters, a trip to the library, maybe... ?

This access to information is practically an overnight sensation when considering the bigger picture. **Throughout history, we’ve realised on storytelling to share knowledge and wisdom.** After all, the proverb goes: “*Those who tell the stories, rule the world.*”

This is how it used to be. If you were the storyteller of your tribe, everyone listened. You were wise and worthy. Over millennia, storytelling’s power has become imprinted in our DNA. We trust it. We need it. Even today, with all the free information awaiting us, we flock towards stories... storytellers... those with the ability to share a wonderful tale.

# WHY STORYTELLING IS IMPORTANT

In today's [Why Storytelling is Important Video](#), I talk about why I believe stories have the power to elevate you above the rabble. We live in a competitive and crowded society, and storytelling remains the best way to stand out - *just like in the good old days* :)

And below the video, you'll find a host of links to some storytelling geniuses. You see, it isn't just me. Take what I say with a pinch of salt, for I'm a single man. There are others with thoughts and opinions on storytelling, and I urge you to devour their material like you have my own. What we tend to all have in common is this: **we fricking love storytelling!**

**>> DOWNLOAD YOUR FREE VIDEO  
& RESOURCE LIST HERE <<**

As we edge towards the end of this Free Course, you're almost ready to fly the roost. We've covered the Discovery Process, and how to unearth your true UVP. We've looked at how you can Create Your Story in a way only you can. We've focussed on Who Your Right Audience is, and how to find them. And hopefully, throughout this entire adventure you've found people, brands, and innovators doing remarkable things through the power of their story.

We're nearly done, but not quite...

# YOUR CHALLENGE, SHOULD YOU CHOOSE TO ACCEPT IT

Your challenge today is rather simple, as all I hope you do is **Watch This Video** and devour the links below it.

There are so many great individuals sharing amazing content, and I'd recommend most of them ahead of me any day of the week - *although that might be the broody, self-loathing writer in me ;)*

Watch the video and click the links, and see where it takes you. You're now at a point where you should understand your story, your message, and UVP; how you're going to create it in a way that epitomises you and your tale, and helps you stand out from the pack; and who to share all this with.

But above all, I hope your love for storytelling has grown and grown and grown. Because if you embrace your story's power, and those around you, damn good things happen.

You're nearly there, kid. Good job.

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PS: I work on a lot of projects, but one I'm particularly proud of is **The Successful Mistake**. I'd love to share this adventure with you, as it's a book that compliments this course rather well, and embraces the world of storytelling.

You can sign up to the process for FREE and enjoy the full ins and outs. Intrigued? You should be... [\*\*Bit.ly/successfulmistake\*\*](https://bit.ly/successfulmistake)