



Storytelling for Creative Entrepreneurs: Crafting Stories that Add Profits, Prestige and Authority to your Business

Angela Meer

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What if I told you that for years I've treated corporate America as my research lab – working at places like MTV News and the Ritz Carlton, as well as my own business – to see just how far storytelling can go in entrepreneurship? In theory storytelling has been an important part of business. But I took clinical theory and put it into practice in every conceivable business scenario: building social media following, building comradery with my team, gaining the respect of my competition. The purpose of this book isn't to familiarize you with business storytelling – there are plenty of books doing just that. The purpose of this book is to expand your storytelling range, to develop your storytelling technique and to provide you with a razor sharp tool that can be build your business in any entrepreneurial setting. Learn: • Why the typical rags to riches signature story may not be the best bet for your business • How to craft stories for a wide variety of entrepreneurial situations • Why developing your story may help you discover your hidden gem as an entrepreneur Whether you are new to the art of storytelling for business, or a whiz, the practical, straight forward approach of building your storytelling IQ found in this book, will doubtless revolutionize your business profits, authority and prestige.

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