



# 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?**

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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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## **The Art of Storytelling: Easy Steps to Presenting an Unforgettable Story** By John D. Walsh **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 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

### **Can you captivate an audience with your story?**

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About the Author

**JOHN WALSH** is the founder of BibleTelling and the Christian Storytelling Conference. His network of BibleTelling trainers conduct seminars in the US as well as 21 other countries. The most exciting seminar is the annual BibleTelling Seminar in Israel. Those who attend tell 120 stories of the Bible at the 45 locations where they happened. *The Art of Storytelling* was first published in 2003, and then republished in 2014. His book, *All the Stories of the Bible* is used worldwide by missionaries, pastors, and other Christian workers. John shares his Bible stories on a 2-minute daily radio spot called *All the Stories of the Bible in a Year* and a

4-minute weekly radio spot called *Telling the Stories of the Bible*.

## Users Review

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#### George Bash:

Exactly why? Because this The Art of Storytelling: Easy Steps to Presenting an Unforgettable Story is an unordinary book that the inside of the guide waiting for you to snap the idea but latter it will distress you with the secret it inside. Reading this book adjacent to it was fantastic author who else write the book in such wonderful way makes the content on the inside easier to understand, entertaining method but still convey the meaning fully. So , it is good for you because of not hesitating having this anymore or you going to regret it. This phenomenal book will give you a lot of positive aspects than the other book have such as help improving your ability and your critical thinking means. So , still want to hold up having that book? If I were you I will go to the guide store hurriedly.

#### Scott Manuel:

On this era which is the greater man or who has ability in doing something more are more special than other. Do you want to become among it? It is just simple solution to have that. What you are related is just spending your time very little but quite enough to get a look at some books. On the list of books in the top checklist in your reading list is usually The Art of Storytelling: Easy Steps to Presenting an Unforgettable Story. This book which is qualified as The Hungry Hills can get you closer in becoming precious person. By looking up and review this reserve you can get many advantages.

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