

# MEDIA KIT

**Nothing Gets Sold Until the Story Gets Told** is the corporate speaker's best friend for adding value, passion, and connection to any talk you give.


## TITLE

# NOTHING GETS SOLD UNTIL THE STORY GETS TOLD

Corporate Storytelling for Career  
Success and Value-Driven Marketing

## AUTHOR

# STEVE MULTER

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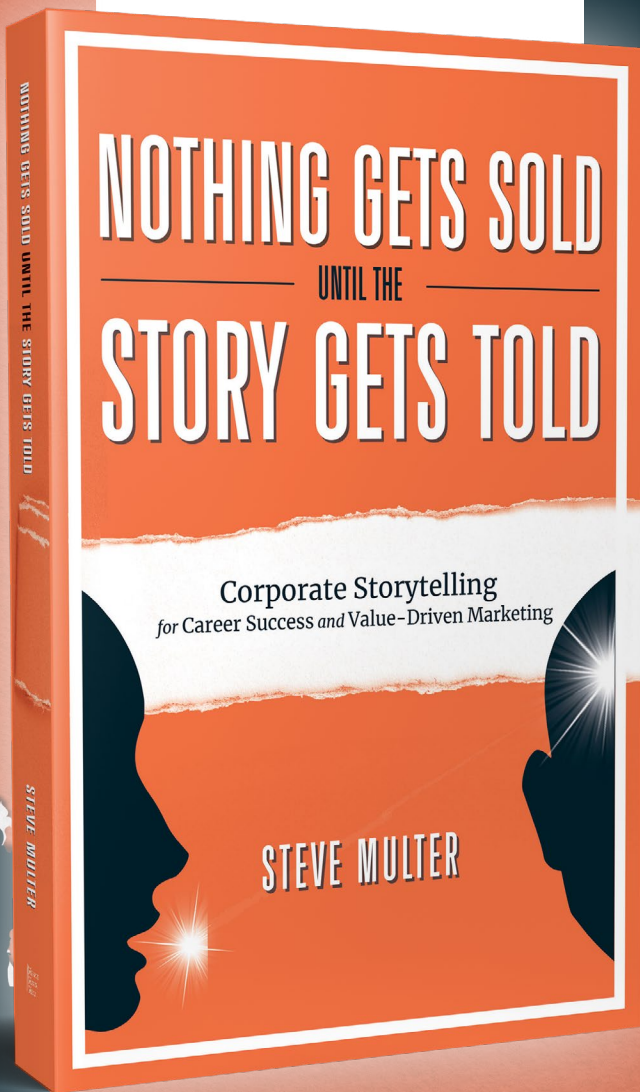
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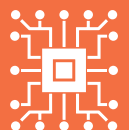
## TOPICS COVERED INCLUDE



BUSINESS  
COMMUNICATION



SALES  
PRESENTATIONS



MARKETING

# ABOUT THE BOOK

**Title:** Nothing Gets Sold Until the Story Gets Told: Corporate Storytelling for Career Success and Value-Driven Marketing

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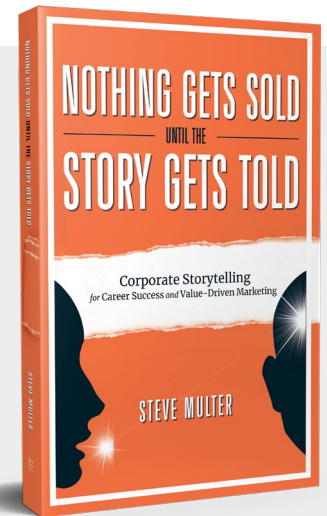
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**The corporate speaker's best friend for adding value, passion, and connection to any talk you give.**

No one likes to be sold to, but everyone loves a great story. That's why average brands pitch, but smart brands communicate. Get ready to rise above the average.

Corporate storytelling combines informative content with personal investment, turning your typical lecture into a meaningful conversation. Whatever work you do or topic you're asked to deliver, learning to connect with your audience as trusted partners rather than captive commodities instantly elevates your message success.

Veteran Fortune 500 spokesman and executive speaker coach Steve Multer shares the marketing strategies and secrets to delivering value-driven content that reaches the heart as well as the head. With fun, practical, easily applied tips, this energetic and insightful guide will level up your public speaking skills, build your confidence onstage or on-camera, and position you as a more valuable representative for your company.

Steve helps you to:

- Speak from your audience's perspective for maximum attention, retention, and follow-up response.
- Leverage crucial rules of business in the dynamic speaker-audience relationship.
- Reduce fear of public speaking through clarity, structure, and undeniable value.
- Add personal passion to your talk that inspires equal passion in your listeners.
- Craft a winning sales plan to open strong, close stronger, and never say goodbye until you've set up the next hello.
- Build brand-identity skills into a better story for any audience, any size, any topic.

Ensure your talk lasts long after you've left the spotlight. Get *Nothing Gets Sold Until the Story Gets Told* and discover the power of corporate storytelling.

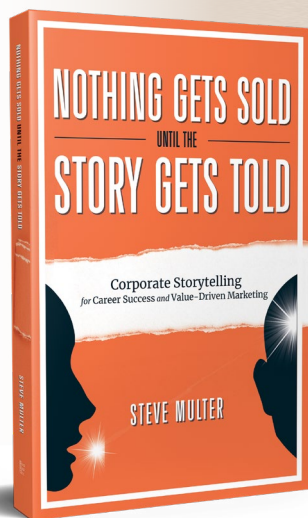
# ABOUT THE AUTHOR

**STEVE MULTER** is a veteran corporate spokesman and trainer for more than 100 global brands including Cisco, Splunk, Heidelberg, Panasonic, Siemens, Fujifilm, HP, NTT Data, and Bayer. As chief storytelling officer of his own strategic brand consulting company, Steve has designed, developed, and delivered thousands of live talks and broadcast presentations that connect multinational corporations to millions of customers, partners, and media analysts.

As a trusted keynote speaker and respected presentation coach, Steve is an enthusiastic evangelist for better corporate storytelling. He guides executives, thought leaders, and sales teams toward stronger spoken content and increased communication success. Steve helps any speaker at any level add value, passion, and connection to every talk, elevating their careers and making them more valuable assets for their companies.

Steve attended San Diego State University and Boston University and is a member of ASCAP, The Dramatists Guild of America, and Actors' Equity Association. Along with his wife, Karen, he's written two full-length musicals, released two albums, won multiple songwriting awards, and licenses original songs for TV and film placement. Steve lives in Chicago and is an avid world traveler and rabid foodie.

[www.stevemulter.com](http://www.stevemulter.com)



## SAMPLE TOPICS

Talk to Steve Multer about corporate storytelling, identifying what is valuable to an audience, and how to use speaking to level up your career.

- Average Brands Pitch, Smart Brands Communicate: How Better Stories Help You Rise Above the Average
- The Power of Corporate Storytelling: Combine Data with Personal Investment to Become a More Valuable Asset to Your Company
- Get More Comfortable on Stage or On Camera: 3 Powerful Ways to Reduce Fear of Public Speaking
- The Audience-Speaker Relationship: How to Assure Maximum Attention, Retention, and Follow Up Response
- 3 Pillars: How Value, Passion, and Connection Turn Your Lecture into a Conversation

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# BOOK EXCERPT

## THE POWER OF CORPORATE STORYTELLING

Think of the last presentation you attended: the uncomfortable chair, the generic conference room, the barrage of one dull data onslaught after another while you watched the clock and checked your phone. Think of the poor speaker on that stage, droning through yet another set of performance metrics and text-laden slides, aggressively explaining why their product is “the best,” practically begging you to buy it. How much of their talk do you recall? How much passion did you hear in their story? Did you recognize a clear connection or compelling shared experience with that speaker? And did you receive enough personal or professional value to eagerly anticipate taking instant action the moment that speaker said goodbye?

We expect speakers to be heavy on numbers, details, key performance indicators, and corporate self-aggrandizement. Not because we prefer that style of presentation, but because, unfortunately, that typical content remains the grudgingly accepted norm. We all crave better corporate storytelling, but repeated letdowns naturally lead to lowered expectations. We want to hear better talks, but we seldom do. We want to deliver better talks ourselves but don't know how. For you, that changes right now.

The underlying differentiator between poor and compelling storytelling is whether a presentation is focused on companies and products or on people and personal values. In other words, is the speaker trying to make a sale or create a relationship? When a speaker simply pitches a product, touts their brand, and begs us to buy, they tell the wrong corporate story. But when that speaker proves deep value to their audience through personal passion and a shared human connection with those attendees, they tell the right corporate story.

In his best-selling book *Start with Why*, author and motivational speaker Simon Sinek explains, “People don't buy what you do; they buy why you do it. And what you do simply proves what you believe.” The best speakers recognize that, no matter how impressive their product, how celebrated their brand, or how compelling their proof point, their audience won't care about any of it until they

understand exactly why that product, brand, and proof point will directly improve their lives in some meaningful way. As Sinek suggests, they won't care what you are on stage to sell or how that product or solution works until they know exactly why any of it matters to them.

You've seen a wealth of why-based corporate storytelling from superstar brands like McDonald's, Nike, Apple, Coca-Cola, BMW, Amazon, Progressive, Sony, and many more. Before these brands sell us their products, they sell us their story—a vision of a better tomorrow, one we dream of, hunger for, and aspire to. Connection with an audience (you and me) occurs when their brand vision directly and indisputably aligns with our personal wants and needs. When company and customer align, the message sticks and the stock soars.

Picture your favorite corporate brands, the ones you always seek out, select, and proselytize for, then ask yourself, “Why these particular companies or products instead of others?” You may believe that your preference is based solely on quality and performance. But it's more likely that your preference is linked to the stories those companies tell and the way their stories directly reflect your own. Preferring one mayonnaise to another is usually about taste; preferring one vehicle, airline, or hardware over another is usually about story.

Strong storytelling brands can be outright poetic in their marketing. They paint glorious pictures of a smarter method, of unbridled success, or of a desirable achievement. These brands sell a vision of power, peace, pleasure, comfort, exclusivity, or wealth that hits our hearts and guts before it hits our heads. Once we imagine ourselves happily frolicking as the star in their beautiful pictures, their products become our doorway to achieving that reality for ourselves. It's a triple play combining value, passion, and connection into superior corporate storytelling.

Consider Apple, the world's most valuable brand. Whether you love or hate the company's policies or products, no one can deny the effectiveness of their message or their perpetual societal and technical influence. Apple storytelling is not about practicality or awards or even product superiority; it's about

emotion. The brand started with an invitation (and personal challenge) to “Think Different,” not about the inner workings of a processor but about our combined global potential for limitless communication, connectivity, and access. Who among us doesn't want to be a part of that greater vision?

Rather than market phones and laptops, Apple markets exclusivity and attitude, brilliantly built on perceived value. Their products may not be better than the competition's products, but their audience's perception of Apple's desirability, aesthetic superiority, and associated luxury leaves other players in the dust. Apple products are a status symbol, and customers care deeply about the status they display to the world. Apple makes its users feel good about their technology and about themselves, and when we feel good, we develop loyalty to the brand that delivers those positive feelings.

Even Apple's outbound marketing campaigns put the customer above the product. Every “Shot on iPhone” billboard focuses not on the details and data points of the built-in camera, but on the customers who took the image. Apple tells us why the camera matters to us, not what the specs are or how the camera functions. There are so many corporate storytelling lessons here. Your brand may not be as large or as rich as Apple, but your corporate storytelling can be every bit as good.

We see these lessons exemplified in numerous storyteller brands that focus on our collective goals and what makes us tick. They speak to our values, how we see ourselves, or how we want to see ourselves. Keep these concepts in mind as you begin to map out and construct your next public talk. Are you planning to paint a beautiful picture of success starring your audience, or are you planning to simply regurgitate data in a Legal-approved sales pitch?

To create your own winning talk is to create an opportunity that shows your listeners how much you care about them and their success, even above your own, and how closely your brand vision aligns with theirs. Once they understand why your talk is about to change their lives for the better, you get to share what your product is all about and how it's built.