



Everyone has a unique story to tell.

What's yours?

ncreators.org/chiefstoryteller

#ChiefStoryteller

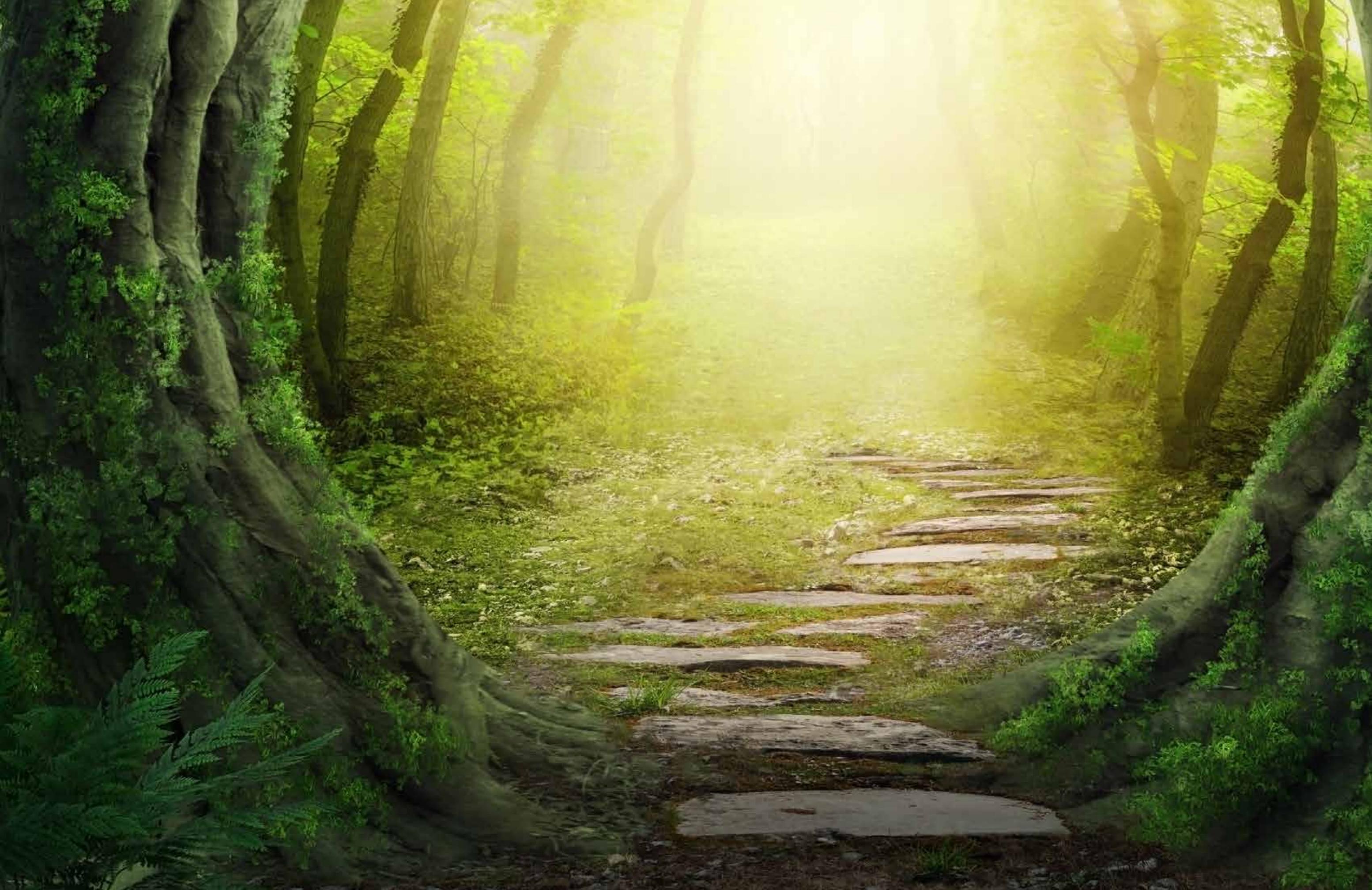




you know I just couldn't feel
at home now without all those
quizzes that we get "once in a
while."

As far as social life is concerned,
there is very little of it in West
Chester, for it has been too hot here
and you know that some of these
old Quakers aren't overly fond
of moving fast anyway. Lyndah
Goucher soon made me forget the
easy-going step of N.C. and now
since I'm in the hospital I am
keeping in practice for next
year.

Yesterday I received a letter from
Beth Lister a Goucher girl, and





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Your Role as Chief Storyteller

REALTORS® (aka Chief Storytellers) | Share your stories

If you're a REALTOR®, odds are you're great at telling stories – about your listings, community, and your family – verbally and visually. How do these stories translate to selling your personal brand, your business, the profession, and the association? And how do everyday REALTORS® and storytellers go from great to epic? And from storyteller to Chief Storyteller? This is where you come in.

We want to tell and share your story and we need your help. Please share your story via written copy, photos (landscape; high res), or short videos (high res; landscape orientation; no more than 1 minute in length) via the form below, and you could be featured on our website.

#chiefstoryteller

CATEGORIES

- > Blog
- > Community Outreach
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- > Market Statistics
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We *inspire.*

We *celebrate.*

We *empower.*













If you're a *leader*,
you're a *storyteller*.





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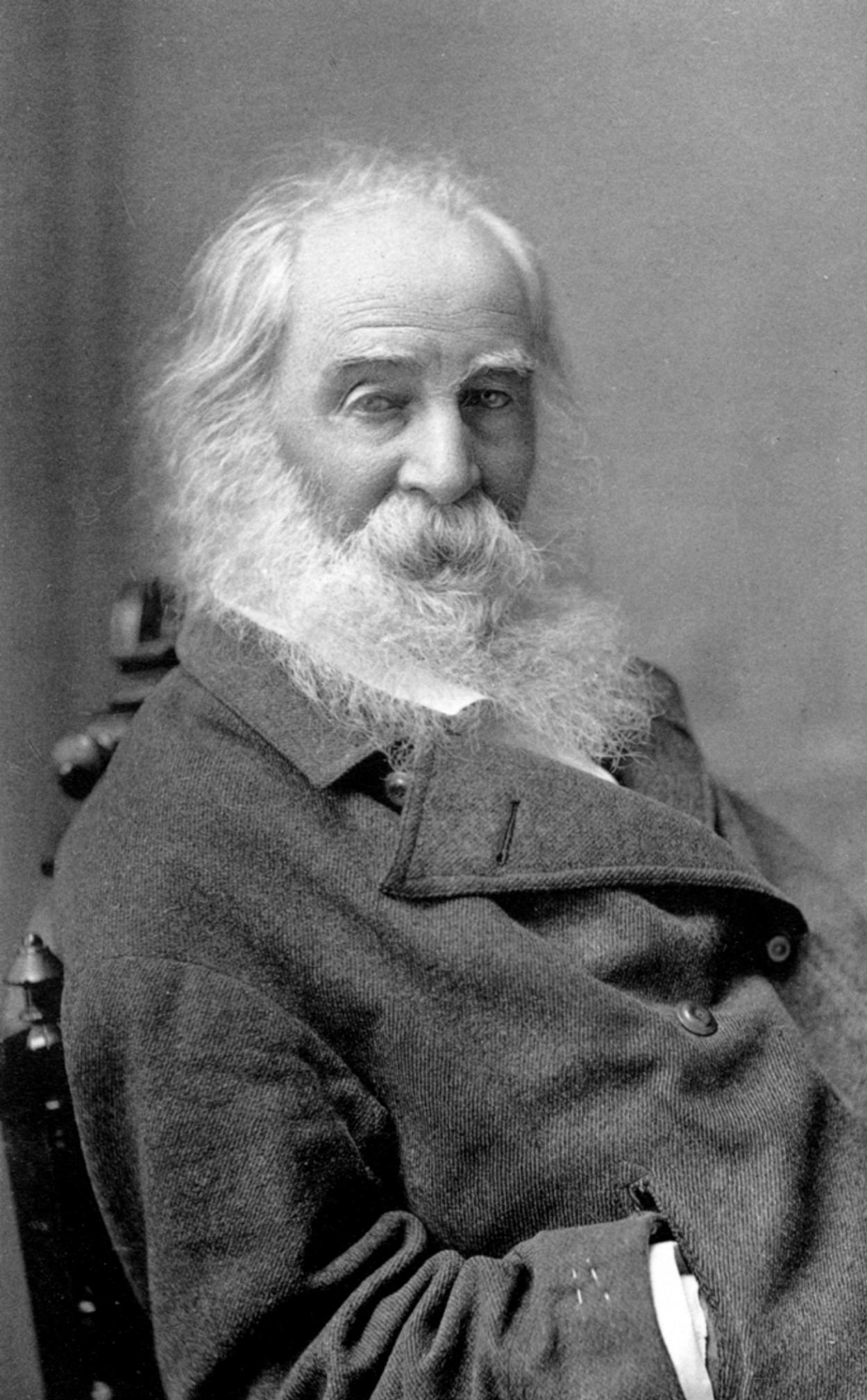
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Who's your
favorite *storyteller*?



Walt *Whitman*

The Man of *War Bird*

Source: WhitmanArchive.org

THE MAN-OF-WAR BIRD.

THOU who hast slept all night upon the storm,
Waking renew'd on thy prodigious pinions,
(Burst the wild storm! above it thou ascendedst,
And restedst on the sky, thy slave that cradled thee;)
Now, a blue point, far, far in heaven floating,
As, to the light emerging, here on deck I watch thee,
(Myself a speck, a point on the world's floating vast.)

Far, far at sea,
After the night's fierce drifts have strewn the shore
with wrecks,
With reappearing day, as now, so happy and serene,
The rosy and elastic dawn, the flashing sun,
The limpid spread of air cerulean,
Thou also reappearest.

Thou, born to match the gale! (thou art all wings;)
To cope with heaven and earth, and sea and hurricane;
Thou ship of air that never furl'st thy sails,
Days, even weeks, untired and onward, through
spaces,—realms gyrating.

At dusk that look'st on Senegal, at morn America,
That sport'st amid the lightning-flash and thunder-
cloud!

In them—in thy experiences—hadst thou my soul,
What joys! what joys were thine!

WALT WHITMAN.

Walt
Disney



Beauty and the *Beast*

Once upon a time, in a faraway land, a young prince lived in a shining castle. Although he had everything his heart desired, the prince was spoiled, selfish, and unkind. But then, one winter's night, an old beggar woman came to the castle and offered him a single rose in return for shelter from the bitter cold. Repulsed by her haggard appearance, the prince sneered at the gift and turned the old woman away, but she warned him not to be deceived by appearances, for beauty is found within.

And when he dismissed her again, the old woman's ugliness melted away to reveal a beautiful enchantress. The prince tried to apologize, but it was too late, for she had seen that there was no love in his heart, and as punishment, she transformed him into a hideous beast, and placed a powerful spell on the castle, and all who lived there.

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David Gilmour and Nick Mason join Waters onstage

16 HOURS, 53 MINUTES AGO
Adele Kicks Off North American Tour With International D.C. Show

18 HOURS, 22 MINUTES AGO
Bob Dylan: China Didn't Censor My Set List

HAPPY 70TH, BOB!

Bob Weir, Marcus Mumford and More on Their Favorite Dylan Songs

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EDITORS' PICKS



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Album: Fleet



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First L

Bob Dylan

I got this graveyard woman, you know she keeps my kids
But my soulful mama you know she keeps me hid
She's a junkyard angel and she always gives me bread
Well if I go down dyin' you know she's bound to put a blanket on my bed

Well when the pipeline gets broken and I'm lost on the river bridge
I'm all cracked up on the highway and in the waters edge
And then she comes down the thruway ready to sew me up with a thread
Well if I go down dyin' you know she's bound to put a blanket on my bed

Well she don't make me nervous, she don't talk too much
She walks like Bo Diddley and she don't need no crutch
She keeps this four-ten all loaded with lead
Well if I go down dyin' you know she's bound to put a blanket on my bed
Come on

From a
Buick 6

Traits of great *Storytellers*

**Empower
Others**

Trustworthy

Vulnerable

**Generous
Spirit**

Truthful

Strategic

Benefits of *Storytelling*

**Raise
Awareness**

**Build
Relationships**

**Personal
Branding**

**Recruit
Better**

Succeed

Partnerships

**Strong
Environments**

**Company
Ambassador**

Why *storytelling* is useful

**Increases
sphere of
influence**

**Steers
Growth**

**Personal
Branding**

**Fosters
Creativity**

**Draws out
Passion**

**Uses
Patterns**

Advice for *Storytelling*

Whose lives, primarily, are you out to change?

What's at stake if you succeed or fail?

What does success look like?

How will you overcome obstacles?

What proof points can you offer to make it believable?

Who is the hero of your story?



Break into *pairs*



Who's the
hero of your
story?

Good *story* to great *story*

Appeal to
Emotion

Context

Tangible
and
Concrete

Metaphors
and
analogies

Surprise

Create
a
Scene

Narrative
Style

The End



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