



# The StoryHow PitchDeck

*By Ron Ploof*

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## The StoryHow PitchDeck By Ron Ploof

The StoryHow PitchDeck is a story coach in your pocket. A deck of sixty (60) playing cards helps you find, develop, and tell business stories. Use it to transform messages, ideas, and presentations into compelling narratives.

### WHO IS IT FOR?

- Individuals who want to transform their ideas and presentations into memorable stories.
- Enterprises seeking memorable ways of delivering their messages
- Agencies seeking to draw the best stories out of their clients.

### WHAT IS IT USED FOR?

- Making sales and marketing messages more memorable
- Transforming presentations into compelling narratives
- Facilitating group collaboration to find and tell the best business stories.

### HOW DOES IT WORK?

60 cards divided into four suits prompt users through the process of converting an idea, message or presentation into a story.

**Role Cards** select characters (customers, products, services, ideas) that play parts in your stories.

**Event Cards** develop the situations that drive the beginning, middle and end of your stories.

**Influence Cards** uncover the internal and external motivations that impel action in your stories.

**Technique Cards** add structure, meaning, and ultimately memorability to your stories.

## WHAT CAN THESE CARDS DO FOR ME?

The most successful people have the ability to communicate their ideas to others. By adding storytelling to your communications toolkit, you will:

- help your company communicate its messages,
- draw like-minded people to your causes,
- and add a valuable skill that will help advance your career.

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## **The StoryHow PitchDeck By Ron Ploof Bibliography**

- Rank: #506295 in Books
- Published on: 2015
- Format: Box set
- Binding: Cards
- 60 pages

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