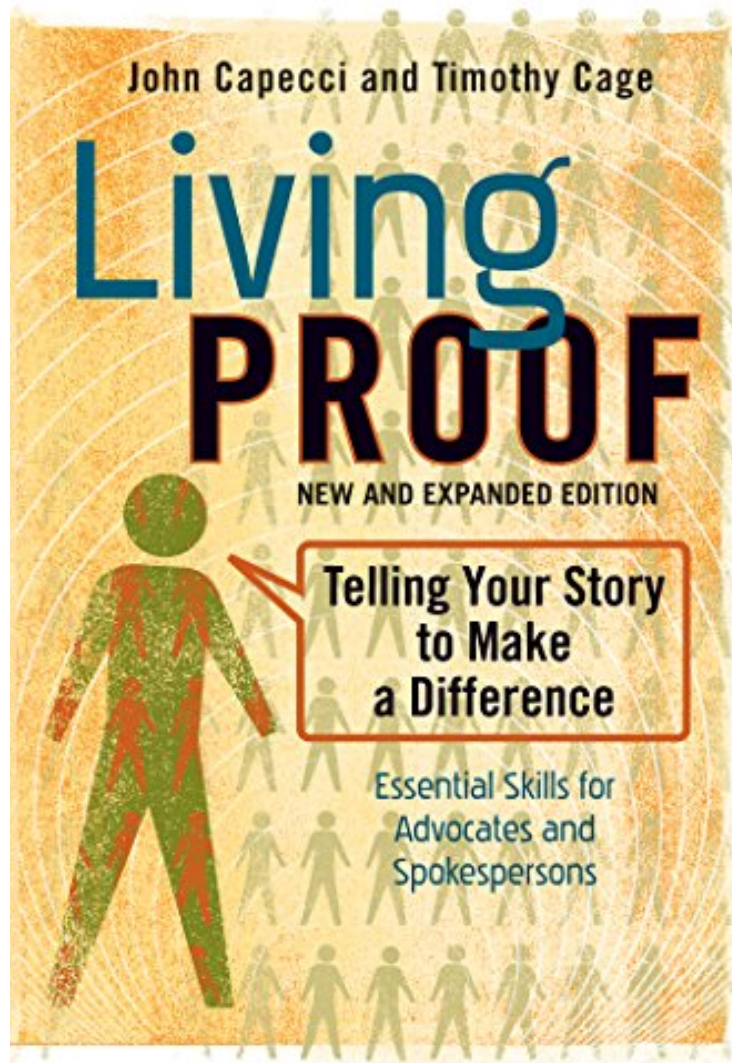


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Living Proof: Telling Your Story to Make a Difference

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John Capecci, Timothy Cage : Living Proof: Telling Your Story to Make a Difference before purchasing it in order to gauge whether or not it would be worth my time, and all praised Living Proof: Telling Your Story to Make a Difference:

0 of 0 people found the following review helpful. This book really helped improve my public speaking. I've ...By graceThis book really helped improve my public speaking. I've used the tips in this book and now I am very confident if I have to give a speech or presentation.5 of 5 people found the following review helpful. Excellent resource for storytellersBy KristinLiving Proof is an excellent resource for both advocacy organizations and individuals sharing their own personal story. As a nonprofit administrator, I've ordered a copy for our organization as a reference for those

of us who meet with the media or present to community groups. As a survivor of domestic violence who has publicly shared my story, I've found the book helpful in guiding me to shape my narrative for different types of audiences and occasions. This is a very practical book that will walk you through a number of exercises to hone your story. The authors' tone is friendly and conversational and they include a variety of anecdotes and advice from advocates in different fields.³ of 3 people found the following review helpful. Living Proof is a must-read resource for anyone in the ...By CustomerLiving Proof is a must-read resource for anyone in the world of nonprofit, and for profit too! How you tell your story can make or break an organization. John held a training session at Gildarsquo;s Club Twin Cities for a room filled with people whose lives had been touched by cancer. Following the session one of our members (people who use Gildarsquo;s Club) shared, ldquo;I attended John Capecci's talk Telling Your Story to Make a Difference. Right now, I am reading John and Timrsquo;s book and am enthralled with it. I have such a desire to give back and their book provides me with the tools I need to do so.rdquo; The principles of Living Proof are being used every day by our staff, board, volunteers and members and they are truly making a difference.

Living Proof is the first comprehensive guide to telling your personal story as an advocate for a cause or organization. New material for this expanded edition includes more advocate stories, additional help organizing talks and presentations, and new chapters on the barriers to personal storytelling, elements of persuasion, and the role of personal stories in social movements. Authored by two expert communication trainers, this easy-to-use handbook has everything you need to decide what to tell, deliver your story effectively and authentically, and give powerful presentations or great media interviews. Living Proof is for anyone who hopes one person's story can move audiences from apathy to empathy to action.Living Proof contains examples, tools, principles, exercises and worksheets to help prepare speakers at all levels. Whether you're just starting out or looking to take your communication skills to the next level, Living Proof provides the grounding, the confidence and guidance needed to advocate with the power of a well-told personal story.CONTRIBUTORSJohn and Tim have helped thousands of advocates and hundreds of organizations share their stories to increase awareness, educate, create change, or raise funds.John Capecci, Ph.D. is a coach, consultant, and writer who helps nonprofits and corporations do award-winning work that touches hearts and turns heads. He founded Capecci Communications in 1996 after pivoting from his career as a communication studies professor.Tim Cage is a communication trainer who's coached and consulted with award-winning celebrities and sports stars, business and thought leaders, clinical investigators, and everyday advocates who have extraordinary personal stories to share. He launched Timothy Cage Communication Training in 1993 after serving as vice president of a worldwide PR/public affairs agency.

"As authentic as an advocate's story may be ... it can always be improved in style and delivery; that's the mission of this exceptional instructional guide. ... Smart, well-delivered and timely advice to help advocates and spokespersons tell the most effective stories." --Kirkus s If we're going to make change, we re going to have to tell our stories and tell them effectively. This book shows us how. -- Paul Loeb, author of Soul of a Citizen "Living Proof had a fantastic impact on my students. Rarely have I seen students so enthusiastically engaged with a required course text. They learned about the impact of transforming personal experience into public action. The exercises in the text offered excellent insight and created a platform for one of the best semesters I have ever had with this course." -- Dr. Michael Tew, Professor of Communication, Director of the Center for the Study of Equality and Human Rights, Eastern Michigan University "Everyone's talking about the power of stories these days but we need more resources to help advocates, activists and nonprofit communicators find their own voices, get heard and win real change. Living Proof is a sourcebook for trainers and advocates alike that fills that need. It's full of hands-on exercises, good ideas and useful suggestions." -- Gordon Mayer, National People's Action "The principles of rhetoric are translated here into contemporary language to make them accessible to anyone who wants to persuade through storytelling. This book provides instructions, examples, and exercises to make your stories come alive. A superb guide." -- Dr. Sonja K. Foss, University of Colorado Denver, author of Contemporary Perspectives on Rhetoric and Inviting Transformation: Presentational Speaking for a Changing World "This is an extraordinarily effective guide for advocates seeking all kinds of social and institutional change. But don't mistake it for another 'how to.' Above all, this book helps us to see how to take our lives seriously enough to tell them. The practices recommended in this book are a gift. A great read for anyone interested in what their stories can do for others." -- Dr. Della Pollock, The University of North Carolina at Chapel Hill, author of Telling Bodies Performing Birth and editor of Remembering: Oral History Performance --sAbout the AuthorJohn Capecci, Ph.D. is a coach, consultant, and writer who helps nonprofits and corporations do award-winning work that touches hearts and turns heads. He founded Capecci Communications (capeccicom.com) in 1996 after pivoting from his career as a communication studies professor. Tim Cage is a communication trainer who's coached and consulted with award-winning celebrities and sports stars, business and thought leaders, clinical investigators, and everyday advocates who have extraordinary personal stories to share. He launched Timothy Cage Communication Training (timothycapecci.com) in 1993 after serving as vice president of a worldwide PR/public affairs

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