

# Anatomy of an Empowering Story



*Why a Simple Story can be a  
Game Changer for Your Business*

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# The Anatomy of an Empowering Story

Thanks so much for picking up this e-guide! **The next twenty minutes may be the most pivotal for your business ever.** So please pull up a chair, grab a cup of coffee or your favourite beverage, and read through this guide now. You'll be very happy you did!

So what's all this about story? Why is it so important? And what difference can it make in your business?

Most entrepreneurs know that we need good stories for business: client testimonials, speaker biographies, and sales pitches are all stories. We fear the poorly-told story, the glazed look when we tell people what we do at networking events. We long to captivate people with what we have to say, and we run from presentations that bore us. At some level, we know that it's all about the story.

What most entrepreneurs do NOT know is how to tap into the secret power of story to connect with their ideal clients, create powerful presentations, and have people clamouring to join their tribe. Even when you're simply "presenting the facts," when you incorporate story, you impact the bottom line. So here's how you'll know that this guide is for you. This guide is for you if:

- **You know you have a transformative gift, but it's not getting out there as much as you'd like, or in the way you'd like;**
- **You ever feel like you're talking, but for some reason they can't hear you, and you don't know why;**
- **You have trouble finding the right team members, or even if they're good, they don't always get what you want, so you end up doing it yourself (and that's exhausting!);**
- **It just feels like there's not enough time to get everything done;**
- **You know what you want to say at networking events or when giving a talk, but somehow you just can't find the words;**
- **Sales conversations are difficult for you, and you don't close sales easily, even when you know the person in front of you really needs your work;**
- **You know you have a gift to share, you are mission driven, and with each year, it's getting more urgent to get it out there;**
- **Copywriting scares you, and you want to hire someone to do it for you – but it's costly, and you don't know what to tell the copywriter, and you're worried they won't get it right;**
- **You're already reaching a lot of people, but deep down you know there could be so much more.**

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Even if just ONE of these statements applies to you, it's time for you to incorporate the amazing power of story in your business. As you'll see by the end of this guide, these are all basic story problems. Let me show you how to have the power of a well-told story on your side.

***If you'd like to speak with me or one of the highly-trained members of our team about how to create your own empowering story for your business, click [HERE](#)***

By the time you finish reading this e-guide, you'll be ready to start tapping into the power of story to bring greater ease into your life, close more sales, have more fun, and create those elegant moves where a single action brings about a cascade of positive results, all because you understand how story works.

For example, my client Trish used the principles in this guide to go from finding sales stressful and difficult to **closing her first \$5000 sale** on a fun drive home from a talk. Because Trish was tapping into a whole different story, the woman she was chatting with inquired about her services and eagerly signed up for her coaching program the next day. Or you may be like my client Carol, who went from just opening the doors of her business to becoming a respected homeopath **connecting with some of the top players in her field** – all more quickly and easily than she ever thought possible. My client Katie **created outrageous goals for her year, the “reach for the stars” kind of goals – and then met them all by March 1**. “Now what, Michèle?” she asked me. That's a great problem to have. All this was created through the amazing power of story.

**This guide will help you to do what Trish, Carol, and Katie did: learn to tap into the power of story to find your voice, connect with your ideal clients, grow your message, get support, reach outrageous goals, create a life that you love, and have a whole lot more fun too.**

A few years ago, I would have loved to have had this guide in my hands, to help me apply what I knew about story to the world of business. You see, I know a lot about stories from years of teaching and study at the university – in fact, **it's what I wrote my PhD dissertation about. I wanted to understand what imprisoned people in ways they didn't even realize, and what truly set them free**. So I asked myself: how could I tell an empowering story that would truly change lives, starting with my own? When I started teaching and studying about stories, I had no idea that years later, I would be using this knowledge to catapult my business – that I could take a leap one October day when **I'd only made \$200 the whole month**, invest in myself and my work, **and within a year make \$32,000 in just over a month in my business**.

**It started with just an idea, a breakthrough idea that things could be radically different than they were** – that deep change was possible, and that it could happen very quickly. And that, by the way, is how **a truly empowering story** begins. I found a teacher I could work with who could guide me, simply trusted, and took a leap.

Even though I'd been studying and teaching about story for over twenty-five years, I didn't realize how much it applied to getting my gifts out into the world – but telling a new story changed everything. **No aspect of my life has been left untouched**. I am writing these words from the beautiful new condo I just moved into a few weeks ago; it has a pool, gym, squash courts, sauna, just as I imagined it years ago, before I knew this place existed. My soulmate is arriving back home tomorrow – we've been

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together for almost four years, in a wonderful relationship strikingly different from my previous one. Years ago, as my then-marriage was breaking up, I was being sent from one specialist to another with so many things breaking down in my body, I lost track; now I'm the healthiest I've ever been, and can hold headstands, shoulderstands, backbends, and other yoga poses longer than ever before, bringing a whole new level of peace and joy into my life that I'd only dreamed of. **I've become a bestselling author, sought-after speaker and mentor, with a business that makes more than I dreamed possible, working with clients I love who are ready to take quantum leaps in their lives.**

So how did this deep transformation, from business to health to wealth to relationships, occur, all in a few short years?

For me, **it's all about the story.** Even though I'd taught about story for many years, and had already helped thousands change their stories and their lives, I hadn't yet applied what I'd learned to my own life and business. Although I had been immersed in empowering stories for years, it took some focussed work to understand how to make it real, to make it cellular. How does a new story get embodied in the deepest levels of our being, so nothing can shake it?

That's what I wanted to know. That's what I know now. And that's what I want to share with you today.

**It took me years of study and hundreds of thousands of dollars** invested in university work, yoga studies, peak performance and self-development training, and intensive study of the intricate workings of story to be able to understand, and truly apply, the amazing power of story in my life.

**I want this journey to be so much easier for you!** Just like my clients, who have experienced profound changes in their lives far more quickly than they ever dreamed possible, you too can transform those aspects of your life and business that aren't working right now, and exponentially grow the parts that are working, when you truly understand how to tell a different story and make it stick, get it into your bones. And when you can do it for yourself, you can do it for your clients as well – and then you don't need to sell anything anymore. Instead, you let those who are meant to work with you be attracted to you. Sure, you can apply all the business structures you want – and I know you've probably studied with one or more great business teachers if you're reading these words. Now learn how to make these structures actually work for you, by being the one in charge of the story.

So pull up a comfortable chair, study this guide, take some notes, and be prepared for a strong shift in your life that begins NOW.

**Let me help you discover your best next move to help you live your own empowering story today.**

**To apply for a complementary strategy session, click [HERE](#).**

**This guide is divided into three parts.** In Part I, you will learn exactly what a story is, where you will find stories in your business (you may be surprised - they're everywhere!), and why understanding the power of story is so crucial to your business. **Once you have read through this first section, you will already be ahead of 98 percent of business owners out there:** when you truly realize how **stories touch every single aspect of your business from enrolling high-level clients with ease to connecting with potential business partners to reaching your outrageous goals earlier than you ever thought possible to keeping your current clients both happy and hungry for more,** you can start to unleash the amazing power of story to exponentially grow your business.

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**Part II** will show you that there's more to the story than that. **It's not just any story that will catapult your business to new levels.** You need to know the difference between an empowering and a disempowering story. **Why is an *empowering* story crucial for your business?** We will explore what an empowering story is, and how it can create real, tangible quantum leaps in your business and your life. **Here you will learn one of the biggest story mistakes most entrepreneurs make, and what to do to avoid it.** This section will outline exactly what you need to know in order to choose an empowering story for yourself, your business, your clients, and your world.

Finally, in **Part III**, you will discover **what steps you need to take right now to harness the tremendous power of story in your business and your life.** Here's where you can actually **take the first step** to creating your own empowering story. By the end of this guide, you will know just what to do in order to incorporate not just any story, but the right story for your business today.

## PART I: UNLEASHING THE POWER OF STORY IN YOUR BUSINESS

### WHY DO STORIES MATTER?

**Stories have been used to empower people across the globe,** from liberating speeches by Gandhi and Martin Luther King Jr to stories kindergarten teachers tell their students to well-written graduate school entrance exams to words whispered by lovers at the end of the day. Whether we know it or not, we live in a world made up not just of facts, but of stories. Far more than we realize, stories call to us. They tell us what's important, what we should pay attention to. They teach us how to act and what to believe. And when the stories around us change, whether we know it or not, we change too. These stories can be personal or cultural, internal or external. They may be stories we tell our clients, or stories they tell us.

**Stories are the air we breathe. They shape us and tell us who we are. They tell us what truly matters. They inspire us to act.**

As entrepreneurs, we live in a world of stories as well. **Knowing how stories work is absolutely imperative for visionary entrepreneurs.** The kind of stories we learn to tell ourselves, our clients, and our team translates directly into chaos or ease, struggle or financial prosperity for our business. **Because they move people to act, stories can make or break a business.**

**We share stories every day:** we tell our potential clients what to expect from our programs, our kids why we need to work such long hours today, or our team what we're going to accomplish over the next year. Here's the catch: all these people are telling stories as well, about what happened yesterday that wasn't right, what they expect in the future given the thing that happened this morning, and what will probably happen later today given what they heard from so and so....

All these stories, and many more, powerfully drive people. And the stories that are being told by others may or may not be the ones you want to hear.

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**This guide will outline exactly how to create an empowering story that can transform all the other stories around you, so that your own empowering vision prevails.**

And as we'll explore in Part II, we need to create not just any story, but an empowering story. Empowering stories create profound shifts both in our businesses and in the world around us. When I work more closely with people, they often find that a profound shift in their business creates a shift in their lives, and vice versa. When my student Katie tapped into the power of story to find her voice, for example, she was finally able to create a life centred on her dream of freelance writing, and she **grew her audience from 0 to 20,000 almost overnight**. Just as she started reaching the audience she so longed to reach, she also **entered into a happy relationship**, something she'd wanted for years. **When our stories change, our lives change. And it takes an empowering story to create that change.**

Before we can get to this shift that an empowering story brings, we need to understand how stories work.

**So let's find out what a story IS and where it shows up in your business (hint: stories are everywhere!). Then in Part II, we'll find out what it takes to create empowering stories** that fuel your business and your life, establish a sense of **mission** for your work that others can't help but want to participate in, and create **freedom** for you and others who will join you in manifesting your business dream.

**So what's a story, and how does it impact your business?**

**When you tell a well-crafted story, it moves people to action, as some fascinating new research shows** (more about that later!). That's what every business needs: prospects, clients, team members, joint venture partners, and others who regularly support you and your business goals and dreams, taking positive action to transform their lives.

It's not just speculation. As I'll explain shortly, according to the latest research, **well-crafted stories actually change our brains**, motivating us to take action.

So what is a story? On the surface, it's very simple. A story occurs when something happens to someone (or something). That's it. It's something we tell ourselves about our movement through time. It's all about change.

So a story is different from something that is static, unmoving, like a picture on a billboard or a photograph or a logo (although as we'll see, even these static images have stories embedded in them, and they actually get their power from the hidden stories they tell!).

**We tell stories about how things are changing in our businesses all the time. Here are some examples:**

- **EXAMPLE 1: You meet someone new at a networking event, and she asks you about your business.** When you answer, you're telling this new potential client or joint venture partner tons about where you've been, where you are, and where you're going. Through the course of this story, she picks up subtle cues from you about the work you do in the world, the power of your business to effect change, and the possible benefits of working in some way with you. All this is transmitted in one form

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or another through story.

People often end up working with me because we meet at a concert or event, share a meal at a gathering, or get introduced by a friend. In the course of a short conversation, they can see possibilities for themselves that they've never seen before. **No long drawn-out sales process is needed.** Sometimes it's just a one-minute introduction, or even a conversation they've overheard me having with someone else in a crowded room. They get curious, **they want to know more, and soon they're asking how they can work with me.**

That's a big part of how **I went from earning less than \$200 the entire month I decided to make a leap and invest in myself and my business, to being able to earn \$10,000 in a month, and then \$29,000 in a couple of weeks.**

That surprised me at first, that ability to close sales, because I didn't think I knew anything about it. But soon after leaving academia to start my business, I realized that that wasn't the case at all. **Here's what I started to understand: sales and stories are really the same thing. They both offer a new possibility, a transformative vision of what's possible. And I'd studied stories for over twenty-five years.**

When we truly understand how stories work, we speak differently, not because we're trying to watch our words or get it right or make something happen. Instead, new stories shape who we are, who we are becoming. Then we talk to people differently, **networking becomes easy, and sales simply follow, just like what happened in the car on the way home for my client Trish when she closed that \$5000 sale.** Just like what happens for me, when I participate in a one-minute speed networking round, for example, and later that afternoon, a new client enrolls at the five-figure level.

**The networking is fun, it's easy, it's genuine, and it works.** Because I know what stories are going on in other people's heads, and I can shape my own stories, I can truly help people in wonderful ways that they don't always expect.

• **EXAMPLE 2: You have a sales conversation with a potential client.** In the course of this conversation, you are telling her a story about where her life could be if she purchased your product or enrolled in your program. How convincing is your story? Whose story prevails – her story of the problem, or your story about the solution? And what can make your story SO powerful and moving that she enrolls?

I used to be very self-conscious in sales conversations; I didn't want to be pushy or salesy, even if I knew the transformative power of this work. **It became easier when I realized it really was all about the story. Sales happen because we can tell an empowering story that has greater power than the disempowering stories our potential clients are telling themselves.** We just need to master the art of storytelling. So sales became easy when I learned to understand it as shifting to a more empowering story – that's it.

It happened even early on in my business – sales can be fun when you follow the story. My very first client in my year-long “Love Your Words, Love Your Life” Mastermind ended up offering me \$1000 more than I was asking for, simply because she wanted to honour the value of this new story for her life and her work.

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• **EXAMPLE 3: You are giving an important talk where potential ideal clients have the possibility to invest in your work.** What story are you telling them about where they could be in the future if they join you? What makes your story engaging? And how do you distinguish your story from the myriad other stories that are out there, clamouring for their attention?

When I had the opportunity to help a well-known speaker with her talks, **she was shocked at the contradictory messages she was unintentionally sending her audience.** On the surface, she was saying one thing; but the story in her head was saying another. With these mixed messages, she wasn't getting the results she wanted, and she started to realize that **she needed to understand story at a much deeper level** in order to exponentially grow her results.

• **EXAMPLE 4: You're talking to a team member about an important upcoming project that's due soon.** Why should he invest extra time in this project for you instead of, say, taking his kid to tomorrow's soccer game or taking tonight off? Or can he somehow organize his time more effectively so that he can do both? In the face of conflicting demands, how do you create a story that has him longing to do his best possible work for you?

This power of story works both with business and personal relationships: how do you get them to do what you want them to do? What makes things run smoothly with others? One of my clients recently told me she was able to get VA and technical support she was lacking, work with top-level JV partners, and attract new international business because she created and learned how to live more empowering stories. **She went from feeling like she was chained to her business and going it alone to having a team ready and able to support her to take her business to the next level.** That's powerful!

• **EXAMPLE 5: You are writing a bio for your website, or telling your own personal story, or working with a copywriter to do so.** How do you craft this narrative so that even as your potential clients read your words, they are engaging in a very particular story about what could happen to their lives when they work with you, a story that also moves them to action?

Often we end up leaving out the very parts of the story that make us unique, that make us special. We know that our work needs to stand out – but we can't talk about THAT thing. That's too painful. Or that's too weird. Or that's too starry-eyed or too far out or too – something.

If we just put those different bits in without thinking about how they fit in the story, they often feel awkward or strange, and they don't really land. But when we understand the story, we can do like my student Marie did – **read a paragraph about ourselves and have the whole audience crying, then laughing, because they so resonate with the words.** When we can tell our story, all of it, in thoughtful ways that attend to the shape of the story, others can finally hear us.

• **EXAMPLE 6: You are writing a sales page.** Whether we know it or not, a sales page is all about the story. That's what Jennifer found out when we started working together. **Although she had sold multi-millions in the corporate world before leaving to create her own business, she was finding it difficult, if not impossible, to create her own sales page.** Once she understood that it was all about the story, the sales page became fun and easy to write. Following the same story principles she used in creating the sales page, **Jennifer was also able to triple her rates easily and attract new, higher-level clients,** because she finally mastered the storyline of her own company.



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As Jennifer told me recently, in corporate, you're given the story line; as entrepreneurs, we need to construct all elements of the story ourselves: the networking, web copy, bio, sales page, client referrals, sales conversations, family support, joint venture negotiations, company vision, team building, client care – in all these areas, it's up to us to create the story. That was an astute observation and a crucial point for visionary entrepreneurs: it's up to us to create the story.

## So what kinds of stories are you creating in your business?

In all of these areas, and so many more, you are telling a story, perhaps even multiple stories at once. And the story matters: as we said, it's what moves people to action. It's what makes people change. It's what gives people courage to step outside their old ways of thinking and doing in order to engage in this new world that is your mission, your dream.

**Think Gandhi. Think Martin Luther King Jr. What has the world take up their inspiring vision of what could be, for themselves and for the world? What has listeners take up their cause as if it were their own?**

**The answer is a powerful story.** That's it. That's what these famous figures have in common: they tell an engaging, powerful story, one that is captivating enough to move people to action. And they know who the central figure of the story is. It's not the speaker; it's the listener. It's me. It's you.

**If you're ready to speak with me or one of the highly-trained members of our team to discover your best next step for creating your own empowering story for your business, click [HERE](#).**

## PART II: WHY YOU NEED TO CREATE EMPOWERING STORIES IN YOUR BUSINESS

### IT CANT JUST BE ANY STORY: WHY THE KIND OF STORY MATTERS

First of all, we need to know the difference between facts and stories. There is an old saying: "facts tell, stories sell." Sometimes it feels like if we just lay the facts out in the right order, surely our ideal clients will invest in what we're offering. After all, it makes sense. We know the power of our product or service. It's tangible. It's real. It's effective.

But it just doesn't work that way. Of course we need a good product or service – that's a given. But we can't simply present the facts about it. We can't even tell an okay story about it.

### **We need a good story. A really good story.**

Here, the research of neuroeconomist Paul Zak is crucial for us to understand how our work actually gets out into the world. **According to Dr. Zak's research, a well-told story actually changes the brain, triggering the release of neurochemicals like cortisol and oxytocin, motivating people to act.** This happens when the story is engaging and has a particular shape, following the classic dramatic arc outlined by the German playwright Gustof Freytag 150 years ago.

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So the story needs to have a particular shape or story arc, including, among other things, conflict, rising action, climax, and resolution. Dr. Zak found that even the simplest narrative can elicit powerful responses from people and make them take action, including donating generously to a cause, when the story has the right shape.

A story without tension doesn't have the same effect. Neither do a series of facts or images. What we need is story. Many of the most-watched TED talks, for example, follow a particularly empowering version of this dramatic arc, the narrative of the "hero's journey" (Paul Zak, "Why Stories Change the Brain," December 17, 2013 [www.greatergood.berkeley.edu/article/item/how\\_stories\\_change\\_brain](http://www.greatergood.berkeley.edu/article/item/how_stories_change_brain))

## So what exactly creates an empowering story?

We've all known this shape of an empowering story since high school, taught in English classes that may have bored us to tears. For some, the class may have been life changing, but not for most. Sometimes the teachers themselves had no idea of the true power of the story forms they were teaching. For many of us, this story arc was something to memorize for the exam, answer a few questions about, and then forget.

If we know now that a particular story arc moves people to action, and action is crucial to business (we want people to take action!), why don't more people use this knowledge to their advantage? Why are there so many boring talks and ineffective sales conversations, where the person is either bullied into buying or ineffectively told the power of the resource in front of them?

**Here's the key mistake: we see this story form as having little or nothing to do with us** or the way we run our businesses, talk to our kids, train our team members, connect with joint venture partners, or live our lives.

## You are already living in a story of your own creation.....

We don't recognize the extent to which this story form profoundly mirrors everything in our world, from the clients we work with to the shape of bodies to the way our businesses run.

When we really learn how to tap into this powerful story arc at a profound and intimate level – not as a mind game, but from the inside out – it's truly empowering. When we don't tap into it, because we don't bother telling a story or because we tell a story that doesn't have the right shape or end, for example, it's disempowering. It's that simple.

It's simple, but it's not easy.

It takes practice. And as I've discovered in my work with thousands of students over the last twenty-five years, if we just see this story form as some abstract thing that has nothing to do with our lives, or something that comes from the outside instead of emanating from the inside, it has no power.

You need to learn to embody the story, to make it real. You need to learn to live it, as each of my clients has done when they've taken a quantum leap in their lives.

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## So how can you make it an empowering story?

**First, you need to study stories closely, so that you really understand the components of story and how they relate to your real life and business.** Story form isn't something "out there," outside of our selves. Story theorists like Gustav Freytag or Joseph Campbell, the mythologist who outlined the shape of the hero's journey for us, were simply noticing what was already out there in the world. They just noticed it, wrote it down, and built a model of it so we could see what that story shape looked like.

**When we take a look at our own lives, the stories are already there. They're *in us*.** They're in the way we live, the way we get dressed in the morning, the way we brush our teeth or comb our hair, and the way we talk to our children, our parents, our clients, or our joint venture partners. They're in our logos and the photos we place on our website. They're in the way we face challenges and the way we rise up again after a fall.

**Our stories are even in the way we stand.** A couple years ago, I was working closely with a client who was having some challenges in both her personal and professional life. I took the time to help her adjust the way she was standing – just micro adjustments to her posture, but important ones. In yoga it's called Mountain Pose. And as we worked together, we were able to work on all levels, the outer stories she was telling the world, the inner stories that were spinning around in her head, and the stories being broadcast by the way she moved and held her body.

It was fun and simple, just small, powerful adjustments and a lot of understanding about where this way of being was coming from. We did a lot of different work that day, so I almost forgot we'd done this part.

She came back a couple weeks later, hugely excited. "**Michele, *everything* has changed!**" The whole world got easier, she told me. **People were listening to her differently, she was more confident, and she was getting a whole lot more accomplished** – all because she was creating a different story starting right with the way she was standing.

**Stories are everywhere, in the way we get up, in the way we stand – even in seemingly static images that we put up on our websites, for example.** In every photo we see, without knowing it, the viewer often imagines a before and an after. We make stories in our heads.

**Sometimes, we make some big story mistakes. We may simply choose the wrong genre to live in.** Genre is the kind of story, like a comedy or a tragedy, for example. Do you know anybody who says that it always starts out well, but then something always happens? They've unconsciously picked tragedy as their way of living. It happens over and over to them – because that's the story that's been ingrained. That's the story they've unconsciously practiced.

**Still reading? If you'd like to speak with me or one of the highly-trained members of our team about how to create an empowering story for your business and your life, click [HERE](#).**

**Exactly what do you do to create an empowering story that can transform all the other stories around you, so that your own empowering vision prevails? How do you tap into this power?**

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**The first step is to start to suss out the disempowering stories that are creating dissonance in your business and your life.** You know when one is happening: you'll feel it in your body, tight shoulders, tight chest, clenched throat. Or maybe it's just a feeling in your gut. Whenever you feel these things, you're probably in the grip of a disempowering story.

**Get a journal.** Take one day to notice when this is happening. Each time it happens, write it down. What were you thinking when it happened? What's the shape of the story you're telling? Most of us have little or no idea of what's actually going on in our heads. Then get some support from someone who understands the nuance of how stories work in order to root out these disempowering stories and replace them with empowering ones.

**When you can tell an empowering story with your words, inside your head, in your body, and with your actions – when you are aligned – the world shifts around you, and everything changes. And all of a sudden, business becomes a whole lot easier – and a whole lot more fun.**

We want you to find empowering stories for yourself, your business, and your world – and it starts [here](#), inside your head, today. Then you can start to bring empowering stories into your life, both those you're telling others and those that are happening right in your head and the cells of your body.

**You can tell a new story. You can live a new story – and so can your clients. And you can start to make this shift today.**

## PART III: HOW TO CREATE YOUR OWN EMPOWERING STORY

I know you can do this! I've seen it with so many of my clients – like Tracy, who went from closing one client at a time to seventy for her photography business, or like Christa, who dreamed of becoming an award-winning filmmaker and then did, or like Shelley, who got her book out with less time and effort than she ever dreamed. They figured out what they wanted, they went for it, and new ideas, possibilities, and resources started flooding their way when they learned how to harness the power of story.

You can start to create your own empowering stories for your business and your life today. Just flip back a page and start with the exercise to suss out the disempowering stories you may be telling – find out what's already going on first. You may be surprised by what you find.

Then study story structure, and learn what it takes to make sure that you choose empowering stories in all areas of your business: how you speak to clients, how you give talks, how you enlist the support of your team, how you close sales.

It starts with the stories you're telling, day by day, about what you envision, what you think is possible, what you can grow to.

Once you see what has been blocking you, and once you learn about the shape of an empowering story, you can start to inspire your people to take action.

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In a conversation with me or with one of the highly-trained members of my team, you will find out what your exact best next step is to create the business and the life you've dreamed of TODAY.

To speak with me or one of the highly-trained members of our team about how to create your own empowering story for your business and your life, click [HERE](#).

## ABOUT MICHÈLE.....



Dr. Michèle Gunderson teaches visionary messengers how to tap into the secret power of story to catapult both their businesses and their lives. A bestselling author and former university instructor, Michèle is known by many as the Breakthrough Story Expert. She helps heart-centered entrepreneurs create empowering stories in every aspect of their businesses, from speaking and networking to managing a team to getting the words out. Her clients go from not knowing what they want to offer to creating five- or six-figure months in a business they love. When you discover your own empowering story with Michèle, you can learn to play more, have fun, create a profitable business, and powerfully share your gifts with the world.