



Michèle Gunderson, PhD

BREAKTHROUGH STORY EXPERT, INTERNATIONAL SPEAKER,
BEST-SELLING AUTHOR, VISIONARY ENTREPRENEUR

ABOUT MICHÈLE

Dr. Michèle Gunderson helps entrepreneurs tell better stories so they can catapult both their businesses and their lives. She is the founder of Story Freedom, a company that helps heart-centered entrepreneurs create empowering stories in every aspect of their businesses. Whether it's speaking and networking or managing a team or getting the words out, this bestselling author and former university instructor helps business owners get clear on the message(s) they want to convey so that the conversation moves to the next desired action. These dramatic results are why Dr. Michèle Gunderson is known by many as the Breakthrough Story Expert.

“Michèle is one of my favourite speakers! If you want someone who will empower your audience, if you want them to be hooked on every word, call Dr. Michèle right now.”

*Yvonne Basten
Executive Managing Director, eWomenNetwork*

“Dr. Michèle is a fantastic speaker and so captivating! My audience loved her and learned some truly valuable insights.”

*Jennifer Diepstraten
CEO, High Ticket Sales Success*

Speaking Topics

3 SECRETS TO CHOOSING WORDS THAT MAKE YOU MORE INFLUENTIAL

The RIGHT words will connect, clarify and convince. There are specific word choices that will cement your influence, establish your authority and get you the results you want. Discover:

- What influence is and how it builds
- How you can *immediately* become more influential without adding to your credentials
- Real-world examples of when the right words created unprecedented results - and how to apply the lessons to YOUR business

STORIES THAT SELL: THREE KEYS TO GAIN CONFIDENCE, INSPIRE ACTION AND SELL MORE

Dr. Gunderson shares how to captivate your ideal clients, create powerful stories that magnetically attract people to you and your company, grow your sales, and have a whole lot more fun running your business! Great stories drive business. Let's explore how to perfect yours! Learn:

- How a well-told story will move people into action
- The components that differentiate an empowering versus a disempowering story, and how to stop yourself from confusing people with *no coherent story at all*
- The elements of powerful “story form” that will help you land more business

BOOK MICHÈLE NOW!

403-968-3717 • MicheleGunderson.com
Michele@MicheleGunderson.com