



The StoryHow PitchDeck

By Ron Ploof



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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

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