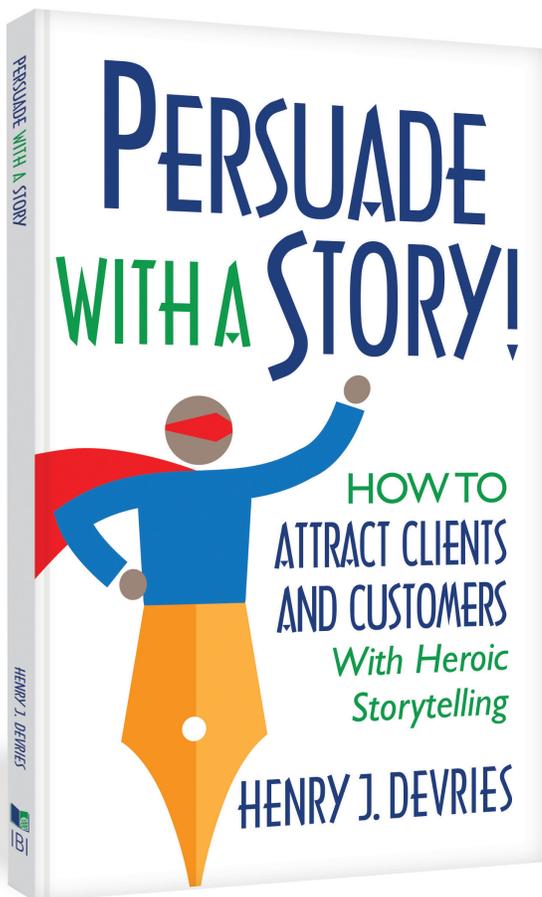


PERSUADE WITH A STORY!

How to Attract Clients and Customers with Heroic Storytelling

BOOK HENRY TO SPEAK TO YOUR GROUPS, TEAMS, OR TOP PRODUCERS



Humans are hardwired for stories. Storytelling helps business leaders persuade on an emotional level. Maybe that is why companies like FedEx, KimberlyClark, and Microsoft are hiring storytelling experts to teach their executives to tell relatable stories.

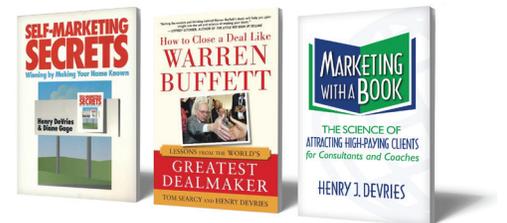
Henry DeVries believes nothing is as persuasive as storytelling with a purpose. In his talks author Henry provides the keys to proven techniques for telling a great story employed by Hollywood, Madison Avenue, and Wall Street.

In addition to humorous ways to remember the eight great metastories, his interactive sessions also reveal how to include must-have characters into each story, including the hero, nemesis, and mentor (spoiler: smart leaders should not make the dumb mistake of making themselves the heroes of their own stories).

Henry is the CEO of Indie Books International, a company he cofounded in 2014. He works with consultants and business leaders who want to attract more high-paying clients by marketing with a book and speech.

As a speaker, he trains professionals and business owners on how to sell more services and persuade with a story.

In the last ten years, he has helped ghostwrite, edit and coauthor more than 300 business books and eight of his own, including his latest, *Persuade With a Story!*, and co-authoring the 2013 McGraw-Hill bestseller, *How to Close a Deal Like Warren Buffett*—now in five languages, including Chinese. Additionally, he has a monthly column with Forbes.com.



On a personal note, he is a baseball nut (his wife calls him an idiot baseball savant). A former Associated Press sportswriter, he has visited forty major league ball parks and has three to go before he “touches ‘em all.”

KEYNOTE AND WORKSHOP TOPICS

"Persuade With a Story!"

Three Biggest Blunders Groups, Teams, and Top Producers Make that Prevent them from Persuading Prospects and Selling their Ideas

- 3 Not including the 3 must-have characters every story needs
- 2 Not using one of the 8 great metastory formats
- 1 Making yourself the hero of the story and your audience the damsel in distress

HENRY'S PRESENTATION WILL:

- Show how to craft persuasive stories to promote your ideas and business
- Teach the top 8 most psychologically powerful story formulas
- Provide the 3-step fast formula for more compelling storytelling

"Client Attraction Chain Reaction"

3 Massive Mistakes Consultants and Coaches Make that Keep Them Frustrated About Attracting High-Paying Clients

- 3 Over Reliance on Word-of-Mouth Marketing and Praying for the Phone to Ring
- 2 Ineffective Use of Social Media to Persuade Prospects
- 1 Not Using the Educating-Expert Storytelling Marketing Methodology

HENRY'S PRESENTATION WILL:

- Demonstrate the top 7 strategies for attracting high-paying clients
- Show how to craft persuasive educating-expert marketing materials
- Detail the 5-step social media game to accomplish more in less time

"Marketing With a Book"

3 Common Marketing Myths that Prevent Consultants and Coaches from Attracting High-Paying Clients

To attract high-paying clients, consultants and coaches need to establish their expertise by sharing valuable information through writing books and making speeches. Learn how to overcome the following common marketing myths that are holding consultants and coaches back:

- 3 The myth that you have to have the right contacts to get published
- 2 The myth that if you do good work clients will find you
- 1 The myth that a book is your key to getting "discovered"

HENRY'S PRESENTATION WILL:

- Show how to craft persuasive stories for books and speeches
- Demonstrate the top 8 most psychologically powerful approaches
- Teach a 3-step fast formula to promote consulting and coaching

BONUS

Every program includes the secret persuasion formula Henry has used to talk his way out of a traffic ticket the last 8 times he has been pulled over by the police (attendees report it works for them too).



CONTACT INFORMATION

You can e-mail Henry at Henry@IndieBooksIntl.com and more information is available at marketingwithabook.com. To speak to Henry directly call 619-540-3031.

PARTIAL CLIENT LIST

