



# **Living Proof: Telling Your Story to Make a Difference (Expanded)**

*John Capecchi , Timothy Cage*

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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. It's organized so you can work through the book in a weekend, a week, with a course of study or flip to sections most immediately useful. 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.

## Living Proof: Telling Your Story to Make a Difference (Expanded) Details

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**John Capecci , Timothy Cage**

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# **From Reader Review *Living Proof*: Telling Your Story to Make a Difference (Expanded) for online ebook**

## **John Capecci says**

Worth the five stars? We think so. We hope so. We enjoyed writing *Living Proof* almost as much as we enjoy meeting and working with the amazing individuals and groups committed to making a difference in the world with their stories. It's awesome work, and we've dedicated the book to all who are using personal stories to bring about positive change. And that's a lot of people.

Please let us know how the book works for you.

All good wishes,

John and Tim (authors)

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## **Katie Pierson says**

Practical, meaningful guidance for social entrepreneurs by my buddy, John Capecci.

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## **Laney says**

For anyone who does cause-based communications and marketing, especially for non-profit work, this is a must-read and share. John Capecci walks through how it is that strong advocates go about telling their story in a way that makes an impact on an audience to take action. The book is full of great how-tos and activities to help advocates shape their story.

In all fairness/transparency, I was not reading it as a user, but rather prior to having John come in person to give a workshop to my organization's volunteer advocates, and I wanted to understand the principles that he would be coaching them to use. Doing a LOT of storytelling-based media work at my job, I want to give a copy of this book to every person who acts as a Mission Family for our cause.

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## **Marie says**

This is a fantastic book for advocates on any level. I plan to purchase it so that I use it as a reference for specific projects. Very clearly written, with plenty of constructive advice, exercises and checklists.

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## **Greg Owen-Boger says**

Living Proof makes storytelling accessible to everyone whether they are born storytellers or not. I read

Living Proof in (mostly) one sitting, and I return to it often.

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## **Jessica (Decky) says**

I just used this for my graduate class in storytelling and in many moments it allowed the creative process for some students to surge. There are many innovative, bendable and thoughtful entrances to building an advocacy story including mechanisms like 'making the cut' and 6 word reason.

I allowed my students to define advocacy for themselves and then use that definition to help guide the development (intent/goal) of their story. Additionally, I focused on the idea of oral telling and story'ing vs. written/literary story and integrated that element in to an assignment. Much of these stories could sound less like 'story' and more like a 'speech' without the an exploration/discussion on the sound and look of oral storytelling.

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