

What Gets People to Believe in Your Story?

Did you know: People don't really buy a product, solution, or idea. They buy the story that's attached to it.

We emotionally respond when stories mean something to us - especially when it's a story we can relate to. So whether you're seeking funding, promoting new technology, or leading a brand re-invention -- finding the right narrative is critical to your getting your point across.

Join us on **Wednesday, July 28 @ 5:30pm (Bombay Tandoor, 8603 West Wood Center Drive, Vienna, VA 22182)** for a provocative presentation with business storyteller Michael Margolis. Michael is the President of Get Storied, a media and advisory company that teaches people how to think in narrative. Michael will discuss ideas from his latest book, *Believe Me: a Storytelling Manifesto for Change-makers and Innovators*. You'll emerge with a fresh take on the process of persuasion and how to turn others into true believers.

You'll learn:

- Why so many great ideas get lost in translation
- How to demystify anything new into something approachable and familiar
- What it takes for people to trust and believe in your story

If you have a big and important story to tell, you don't want to miss this fun learning event. You can register for the event at <http://it4dcstory.eventbrite.com> and pay via credit card the \$ 25 ticket price. For attending you will receive:

- A copy of Michael's book Believe Me
- One beverage
- Complimentary selection of appetizers
- Opportunity to network and socialize
- Meet the author and get a signed copy of your book

About Michael

Michael Margolis is President and founder of Get Storied. As a virtual CMO, Michael advises clients on how to brand thought leadership, generate business, and gather their tribe through social media. For more than a decade, Michael has delivered narrative strategies for a range of global companies, communication agencies, professional service firms, and innovative nonprofits. Past clients include Ernst & Young, Marriott, NASA, National Audubon Society, Omnicom, YWCA, and UN Foundation.

As a story evangelist, Michael also oversees a range of media brands, including a bi-weekly podcast series, story-trends newsletter, and a leading blog on the business of storytelling. His work has been featured in Fast Company, Brandweek, and Storytelling Magazine. He is a regular contributor to PSFK.com - a leading magazine for marketing, design, and culture, and recently contributed to a global study on CSR reporting practices. With a passion for ideas, Michael teaches at the business school level and through his own creation: Story University. His next course, a 12-week virtual bootcamp on social media storytelling begins July 22. Visit socialmediajedi.net to learn more about this program or check out www.getstoried.com to enter the Get Storied universe.

Michael was raised in Switzerland and California, and now resides in New York City. He is left-handed, color-blind, and eats more chocolate than the average human.

