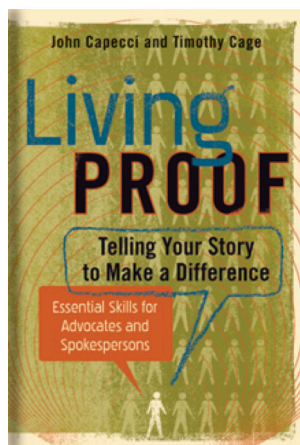


Praise for

Living Proof: Telling Your Story to Make a Difference

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Living Proof: Telling Your Story to Make a Difference
Essential Skills for Advocates and Spokespersons

John Capecci, Timothy Cage
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“If we’re going to make change, we’re going to have to tell our stories and tell them effectively. This book shows us how.”

Paul Loeb, author of *Soul of a Citizen*

“Everyone’s talking about the power of stories these days but we need more resources to help advocates, activists and nonprofit communicators find their own voices, get heard and win real change. *Living Proof* is a sourcebook for trainers and advocates alike that fills that need. It’s full of hands-on exercises, good ideas and useful suggestions.”

Gordon Mayer, National People’s Action

“Stories have the power to bind us together, to bridge our differences, to build community. Sometimes the difference between hope and despair is a well-crafted story delivered with passion and focus. Now more than ever, our world needs ordinary people to become master storytellers. This book shows you how.”

Eboo Patel, founder and president, Interfaith Youth Core and author of *Acts of Faith: The Story of an American Muslim, the Struggle for the Soul of a Generation*

“I have never read a more practical guide to advocacy. This book should be on every library director, trustee and advocate’s desk for easy reference. I have already used some tips from the book during a press interaction. There’s a natural fit between the content of this clearly written and useful book and the work of library advocates.”

Michael Colford, Director of Library Services, Boston Public Library

“The principles of rhetoric are translated here into contemporary language to make them accessible to anyone who wants to persuade through storytelling. This book provides instructions, examples, and exercises to make your stories come alive. A superb guide.”

Dr. Sonja K. Foss, University of Colorado Denver, author of *Contemporary Perspectives on Rhetoric* and *Inviting Transformation: Presentational Speaking for a Changing World*

“This book belongs on the shelf of every advocate and activist. *Living Proof* is a practical guide for getting your message heard by anchoring the message in the truth of your own experience. If you’re working to change the world and need help with your story—read this book.”

Michael Margolis, President, Get Storied and author of *Believe Me: a Storytelling Manifesto for Change-Makers and Innovators*

“We understand the world through stories. This book will help you understand why that is and how to take advantage of them to make the planet a better place.”

Bill McKibben, founder, 350.org

“It’s critical for the public to hear and be moved by the stories of injured service members and their families. *Living Proof* is a great tool for anyone sharing a story and hoping to move—and motivate—an audience.”

Lee Woodruff, co-founder of the Bob Woodruff Foundation and author of *In An Instant*

“This book has been a useful tool for my staff and board. *Living Proof* has significantly shifted how we tell our story, and we’ve seen the result in how our community engages with us.”

Susan Raffo, Executive Director, PFund Foundation

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“Any person who needs to tell a story will benefit from reading this book and doing the exercises. I can’t imagine any readers for whom this would not be true.”

Leslie Shore, author of *Listening to Succeed*

Living Proof is unique in its ability to inspire and empower advocates to ethically craft stories of their lives as instruments for social justice. I am so excited for my students to work with this book.”

Dr. Tami Spry, St. Cloud State University, author of *Body, Paper, Stage*

“This is an extraordinarily effective guide for advocates seeking all kinds of social and institutional change. But don't mistake it for another ‘how to.’ Above all, this book helps us to see how to take our lives seriously enough to tell them. The practices recommended in this book are a gift. A great read for anyone interested in what their stories can do for others.”

Dr. Della Pollock, The University of North Carolina at Chapel Hill, author of *Telling Bodies Performing Birth* and editor of *Remembering: Oral History Performance*

“This is like no other advocacy primer I have laid my hands on in the last 25 years.”

Melissa L. Ness JD, MSW, President of Connections Unlimited

“The book is for any person who wants to get involved in meaningful ways to advocate for change. We all have a story to tell and a passion that drives us to do what we do. This book explains how advocates can craft their stories comfortably and in a way that will resonate with audiences.”

Rob Reynolds, Executive Director, FocusDriven

KIRKUS
REVIEWS April 17, 2012

Smart, well-delivered and timely advice to help advocates and spokespersons tell the most effective stories.

Stories seem to be what consumers crave, particularly if they are heart-felt and authentic; storytelling is responsible for hit reality-television shows, wildly popular brands and carefully packaged politicians, among other things. But stories can also be useful for nonprofit organizations when ordinary people with extraordinary stories are employed as leading advocates for the cause. As authentic as an advocate’s story may be, however, it can always be improved in style and delivery; that’s the mission of this exceptional instructional guide. The authors carefully lead storytellers through examples and exercises to show how to make content more compelling and relevant to the audiences speakers are trying to influence. The authors present many engaging techniques, such as asking advocates to describe their mission in just six words and demonstrating how to create a visual “story map” to document one’s experience. Capecci and Cage convey “the five qualities of effective advocacy stories,” discuss how to develop key messages, and explain how to craft a story and deliver powerful presentations. They also offer advice for how to ace media interviews; the helpful tips and prep sheets they include will make any reader feel more confident in front of a reporter. The book is divided into easy-to-digest chapters, replete with numerous sidebars, graphics and charts. The convenient format makes it possible for readers to move quickly from start to finish or to pick out chapters that target areas of particular interest. All the while, Capecci and Cage weave into the text actual stories told by advocates, so readers gain a full appreciation for the power of storytelling.

Highly readable, this engaging manual never veers from its focus of providing the basic skills one needs to tell a story that can truly make a difference. — *Kirkus Reviews*