



Enlarge. Excel. Evolve

I TOO WANT TO BE “A STORYTELLER”

AND OTHER MINI STORIES

Dr Amit Nagpal

Chief Inspirational Storyteller

A.L. Services - Content.Training. Coaching @ Digital Storytelling

Copyright

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without written permission in writing from the author.

For information regarding permission, write to
amit@dramitnagpal.com

Copyright © 2014 by Dr Amit Nagpal
All rights reserved.

This e-book is meant for entertainment and learning purposes. The author of the book has taken all reasonable care to ensure that the contents of the e-book do not violate any existing copyright or other intellectual property rights of any person in any manner whatsoever. In the event, the author has been unable to track any source and if any copyright has been inadvertently infringed, please notify the author in writing for corrective action. The characters and events portrayed in this book are fictitious. Any similarity to real persons, living or dead, is coincidental and not intended by the author.

Images copyrights
Images used in Prologue- © Shutterstock
Brand Storytelling-The Global Niche Story © Global Niche

Cover and Book Design- NU

Dedicated to
“Our Inner Light,
which never fades”

**“The most powerful
words in English are,
“Tell me a story.”**

- Pat Conroy, My Reading Life

CONTENTS

Acknowledgements

Prologue

One Liner Stories

Inspirational Stories

Wisdom Stories

Love Stories

Humourous Stories

Anecdotes

Musings & Notes

Spiritual Stories

Poetic Storytelling

Brand Storytelling

Epilogue - And The Journey Continues

Brand Storytelling FAQs

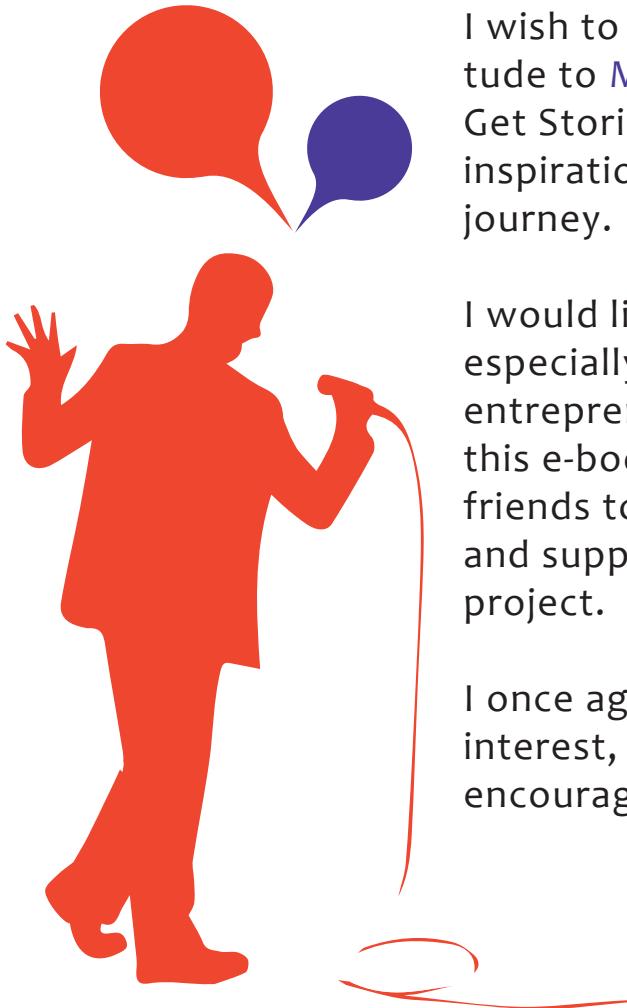
Storytelling on social media channels

Profile

Essential Readings



ACKNOWLEDGEMENTS



I wish to express my deep sense of gratitude to **Michael Margolis**, Chief Instigator, Get Storied, who has been my primary inspiration and teacher in my storytelling journey.

I would like to thank **my family members**, especially **my father**, for his support in my entrepreneurship journey in general and this e-book in particular. Many of my friends too have provided the inspiration and support at different stages of the project.

I once again thank all of you for the keen interest, timely suggestions and constant encouragement.

- Dr Amit Nagpal

PROLOGUE

My life has been a pretty interesting story. Sometimes I jokingly say, “Sometimes your 'life' itself is such a story, that 'story' has to come to your life.”

My beloved teacher Michael Margolis says that social media has democratized storytelling and I have joined his movement to spearhead storytelling to the masses. Sometime back, a friend came to me and told me, "I want to be a storyteller too. What can I do to become one or is it a gift from God rather?"

I replied with a subtle smile, "Probably God first makes you an idealist and then surrounds you with unidealistic circumstances all around. This gift of 'a bundle of contradictions' exposes one to the weirdness of life. Weirdness and contradictions of life often make for great stories. The best stories are often inspired by the beloved or the divine. And then like any other skill, it is practice, practice and more practice." This is how the idea to create this e-book was born and named.

The Power of Inspirational Storytelling

Many a times in my public workshops and corporate training, I am asked, “What is the difference between 'Storytelling' and 'Inspirational storytelling'? How do we make a story inspiring?”

Background

Storytelling is an art but why we love stories has science behind it. Stories stay in our mind or memory and also help us attract more customers. And as Maya Angelou rightly says, "There is no greater agony than bearing an untold story inside you." Stories can be told in a single line and anecdote or can take the shape of a book or even a series. Remember it is twists and turns which make stories truly interesting.

Now let me explain how inspirational storytelling works

What is Inspirational?

Inspiring stories can change lives, inspiring stories can change our world.

According to Yahoo Answers, "Inspiration is some person, event, or thing that can inspire the mind, emotions, and/or the body to a higher level of feelings or activity. For example in the movie "As Good As It Gets"? Jack Nicholson says to the lady, "You make me want to be a better man." She inspired him - made him want to be the best he could be."

How to make stories inspirational?

Fundamentally what inspires us is success, passion, victory against odds, helping an underdog and other positive personality traits which are not common in our society.

Here are 10 techniques to help you create inspiring stories.

1-Providing role models

Every reader is looking for a role model with similar challenges. For example if you are a woman entrepreneur, you feel most inspired by the stories of other (successful) women entrepreneurs. A person who is living with a parent with mental disorder can connect with a similar story and find inspiration in how an obstacle was converted into an opportunity. The story of Jennifer Sertl (Agile Leadership Guru), “What really matters; Lessons from my childhood” in the e-book “The Power of Storytelling” is certainly inspiring and became so popular that she was invited by 'The Huffington Post' to be a regular columnist.

Today we have easy availability of inspiring success stories (through Google etc) and you can find hundreds of people, who came from small towns or poor families, were born with physical disabilities and so on. They won against all the odds and are there to inspire us. Find your role model stories, get inspiration for action and create your own "Touching-Rocking" story.

2-High energy words

Using high energy words like WOW, amazing etc can energize the reader. Words carry our energy and positive words can carry immense energy. Rory Kelly Connor, a Life Coach based in New York, is a master of high energy language, though she is

a provocateur too. In this article, If you can imagine, you can make it real! (TM)" she shares her interesting story of how she chose the name of her consultancy or rather how she got it as a divine gift,"

Look at the positive energy in this poetic stanza I wrote, "I started very focused, single-minded towards the goal. But on the way, I fell in love withevery lovely soul."

**Life pushed him between the devil
and the deep blue sea.
He threw the devil in the sea
and crossed it on his back.**

He was after all, an entrepreneur.



Enlarge, Excel, Evolve

www.dramitnagpal.com

3-Even visuals do inspire

The above image tells the story of a typical entrepreneur and is a good example of visual storytelling.

Look at the home page banner story; we did for a well known life and executive coach Preeti Subberwal. Here visuals play a very strong role, in telling an inspiring story of a client who converted life's mess into happiness, with the help of a coach.

The colors used in the visual can also play an important role as colors are associated with specific traits (though it may vary according to cultures).

4-Victory against odds

Giving an example of a victory against all odds, inspires the reader to win against odds. Here is a PPT story, we did on our client Dr Sonica Krishan who successfully won against the odds (her introvert and shy nature) and created a powerful personal brand globally. Today she has become an inspiration for other medical professionals especially alternative medicine professionals.

One of my favorite quotes (Henry Ford) is, "Obstacles are those frightful things you see, when you take your eyes off your goal." The heroes and sheroes of inspirational stories demonstrate to us how their determination ensured that they never took their eyes off their goals.

5-Asking readers to take action

The storyteller can even ask the reader directly to act like the hero of the story, or ask a question or provoke a response. Many of my blog posts end with, “So are you ready with your inspiring story?” We have already stated above, “Inspiration takes you to higher level of feeling or activity.

I prefer to inspire rather than provoke, yet I like putting the reader in an introspection mode, which may later lead to action.

6-Forming an emotional connect by wearing the reader’s shoes

Understanding the current challenges of your audience is helpful in forming an emotional connect. Even using their lingo helps. For eg terms like OMG or LOL may help in connecting with young / online audience.

It is important to create mindful content and engage passionately with your audience. Mindful content adds value to people’s lives by motivating, energizing or helping them resolve their current life challenges. Passionate engagement also helps in forming an emotional connect by touching hearts and lives of people.

Storytelling is a process of co-creation with customer. Empathy becomes very crucial, as the storyteller must put himself into the client's story to create a touching story.

A Great Story evokes the highest of empathy,
Great empathy creates the highest of story.



7-Interactive storytelling

The purpose is to make the process of storytelling a two way communication. Asking questions in the middle of the story is one of the techniques. Based on written or oral sharing, other techniques can be used.

In case of a written story, the storyteller interacts with the readers by answering their comments. Sometimes based on the comments and suggestions of the readers, he/she may write a new story or a new article in the series to answer the new questions, which have come up.

When sharing a story orally, you may make slight changes in the story based on body language and other feedback of the participants.

8-Understanding the uniqueness of the social media platform

It is important to understand the uniqueness of each social media platform. After all telling an inspiring story in 140 characters on Twitter is a bigger challenge than doing it in a 500 word blog post. Here is a presentation for more ideas and examples.

Facebook has an informal tone to it, while LinkedIn has a formal tone. Pinterest and Facebook photo albums are powerful mediums for visual storytelling. Youtube and Vimeo are the most popular sites for video storytelling. There are many innovative ways of storytelling also including cartooning, painting and so on.

9-Answer your customer's question with a story

Lokesh Parashar, an Immigration Consultant based in Delhi, shared a powerful approach with me called STAR. He noted, "When ever you're selling to your client & he has a prodding question to seek your genuine answer, narrate a story of some past experience to him instead of bragging about the special features of your products/services. That story will be far more effective then pointing out advantages.

Follow a simple process of telling a story called STAR method. S for Situation. T for Task. A for Action. R for Result. Explain the Situation you faced. What was the Task in hand to handle the Situation. What Action you took to accomplish the Task.

And never forget to tell him the Result. He will quickly relate to the story & believe in you. And belief in you will eventually put belief in your product/service."

10-Brand building through anecdotes

I always tell my audience, "When you share inspiring success stories, you get a great brand as a gift from the Universe." You must have genuine intent to inspire your audience and the reputation follows like a shadow. When I began coaching my first CEO client eight months back, I wrote this story or anecdote, "The CXO was zapped"

A CXO client of mine, had completed one month of coaching and I gave him an idea to celebrate. In fact it was a weekly assignment. I told him, enjoy a Mills and Boon this weekend. He was zapped and told me, "Neither I am a female, nor I am a romantic. Why do you want me to read M & B"



I said, “The best way to learn the narrative art of storytelling is to read stuff like M & B, where the description of a scene is so vivid, you can almost visualize it in the mind, and can feel transported to that place.”



Future of humanity

In the end, we all will become storytellers. Our hearts connect to stories, our brains are wired for stories and our ears want to listen to stories. We want our stories to be heard because our experiences are stories, our complaints are stories and sometimes the biggest burden on our soul, are our untold stories. Great people / legends leave behind legendary stories. Great souls write inspiring stories. Great angels in our life keep with themselves our stories of failures and mistakes-our embarrassing stories.

So, are you ready with your **“Inspiring Story”**?

“Stories are the creative conversion of life itself into a more powerful, clearer, more meaningful experience. They are the currency of human contact.”

- Robert McKee



The
Treasure Hunt
begins now



1



Go back twenty years..

**What do you
still remember?**

Keep Hunting

01

ONE LINER STORIES

**“Vini. Vidi. Vici.
We came. We saw. We conquered.”**

-Julius Caesar



$$E = mc^2$$

Einstein's wife once asked him, 'How much do you love me?' He replied, 'You can calculate my loving energy at different points of time using $E = mc^2$.'
It might have been true.



The Blessed Story

And one fine day the stories of lessons are over...and a blessed life story begins thereafter.



Imagine the smile

The dad would call up the daughter and share lots of jokes. He would then imagine her smile...and he began to smile...



Create the twist in your story

And I told him, "This time, you did not Rock...because it was Hard Rock..."



All is well that ends well

A story is well that ends well. Twist and give a beautiful ending to your story.



The Lemonade Story

They threw lemons and he made lemonade. But this time they are throwing apples and he is perplexed.



Watch this space

She was a marketer, so she told him "Watch this space" and left him in the lurch without ending the story.



The Characters You Connect With story

Different people connect with different characters in a story. And very often it tells us, "their characters in their stories".

All that Flows Now is Stories

"Even blood had stopped flowing in his veins. 'Coz all that was flowing now.....were stories."



Living Your Story

"I wish I could understand you a hundred percent. But wonder if I could do that, without living your story."



Miracles lie in the eyes of the beholder

Her small eyes would keep searching for big miracles. And then came a day when her big eyes began to see the small miracles.



The Compassionate Story

Telling inspiring stories is becoming the new fashion. Yet touching stories come only from empathy & compassion.

The Moral Right

Unless the storyteller feels your joy and sorrow as intensely as you do, how can he/she tell your story. She/he doesn't even have the moral right to.



The Expected Story

Expectations are a double-edged sword. They hurt the one who has them and the one from whom you have. There may be a twist next moment, so why wait for the expected story?



The Role Model Story

Find a role model life story. Write a role model life story.



Lively Story

The one who lives in the moment.....writes a lively story.



Every Time has a Befitting Story

Every story has it's time, yet every 'time' has its story.

02

INSPIRATIONAL STORIES



**“The world is
shaped by two things —
stories told and the memories
they leave behind.”**

- Vera Nazarian



Just chill, chill, just chill

credits to Vineet Taneja

First she found her thrill (passion),
Aligned it with her skill
& began a daily drill (practice).
Then came the realization,
'Aha! this was divine will'.

Now all that she does is
'Just chill, chill just chill'.



The Globe Questor

No... he was least interested in being a globetrotter. He was rather a globequestor on the quest of the how and why of unconditional love.

Who knew that in this exhilarating quest, he would meet the most beautiful people on the planet, visit the most beautiful places across globe and explore the beauty of unconditional love, in a journey spanning six continents, multiple cultures and a plethora of relationships (among humans/other living beings).

Make them Laugh and Cry

And they asked the storyteller, "What is the most important quality of a good storyteller?"

He replied, "To believe that people are basically good. If you believe that, then only you can move them, excite them, and make them laugh and cry. And who knows may be more."



"Story is my Story"

And they asked him one day, "So what's your story?" He said, "Well! 'Story is my Story'. I met the most beautiful people during my story pilgrimage including my soulmate. I found an angel investor by telling a story. I found professional peak and personal joy, everything in storytelling. Even I could develop deeper bonds with people and empathize, when I began to see stories within the story. Probably in one birth, my soul's story will come to an end with, 'And he found Nirvana & merged with the Supreme Consciousness (or God) happily thereafter'.

Till then the 'Story is my Story'."

The rise from the ashes

"Has my hypersensitivity become a huge liability for me? I don't want to see through the drama. It is so painful and so difficult for me to live in a shallow relationship. I wish I could. Life would have been practically easier", these thoughts were troubling him like anything. They had almost smoked and choked his brain.

He had lost all hope. After all he was no legendary Phoenix who could rise from the ashes. Yet he kept persevering for reasons he did not know.

And very often the twist lies at the point of despair. Lo and behold ! Life opened sesame and with the angels and unconditional love flowing in, nothing seemed impossible anymore....not even becoming a proverbial Phoenix and rising from the ashes. Moreover they rightly say, "Angels follow angels."

And then began a miraculous story.



The Midas Touch

The disciple, "Why do some people leave a Midas touch yet some never touch? Why do we connect with some people in seconds and with some we can't do it in years?"

The Guru, "The answer to both the questions is similar. There are three reasons viz.

- a) Energy-If someone has pure energy or intent, the impact of that person is stronger as alignment with the frequency of Universe is easier.
- b) Belief-If we believe someone casts magic upon us, he/she does. The beliefs have a complex process behind them.
- c) Past birth relationship-Each soul has closer relationship with some souls. Life brings them together either as blessings or as lessons.

The combination of these factors becomes a Midas touch."



The Ultimate Professional Goal

And they asked the storyteller, "So what is your ultimate professional goal?"

The storyteller, "To write stories for inspirational films, so that I can impact millions of lives. It may be for Bollywood or Hollywood or any other."

And he continued, "And my stories would be about the new age topics such as soul searching, empathy, deep passion, wisdom, soulmates, unconditional love & playfulness.

Some of them would be about sheroes & heroes rising from ashes like Phoenix. Some would inspire people to become unconditionally loving angels & transform our very world."



One lesson is enough for a lifetime

The disciple asks the Guru, "There are so many lessons to learn in life. Sometimes I get confused what to learn and what not to."

The Guru says, "It depends whether you want to learn many lessons at a shallow level or just one lesson deeply. It depends upon whether you are an extensive or intensive learner."

The Guru adds further, "If you choose a higher lesson like wisdom, empathy or unconditional love, you need to practice it for a lifetime to truly imbibe it. And then, one lesson is enough for a lifetime."



One More Emotion 'Unconditional'

I met an interesting laughter teacher today. He taught me a new lesson, "Laugh unconditionally for few minutes every day.

Laughter is contagious and you can't enjoy it in solitude."

The Unsung Heroes

Songs are sung for some,
Some remain the heroes unsung.
There is a hero in everyone, nevertheless,
Waiting to be recognized.



The Fearless Story

Life took her to the darkest moments of the night. She was afraid initially yet after a while she got used to it and lost her fear. There was nothing in the world which could scare her now.

And then began her fearless story.



'Life seems to be a bitch' Till Then

One day you connect the dots backwards and understand your own, 'Back Story'. One day you finally find meaning in suffering and are able to heal the pain.

Till then you perceive, "Life is a bitch."



LCM or HCF? Your choice

Follow the fashion & rat race and live the life of LCM or **Lowest Common Mentality.**

Follow your passion and calling and bring out your HCF or **Highest Creative Faculty**



And She Became a Live Wire

When she was in love, her heart was on fire.
When she found her life purpose, her soul was on fire.
And when both were burning into flames,
She came alive and became a *'live wire'*.



A Modern Julius Caesar

We need a new story, and a modern Julius Caesar with a new quote, "We came, we saw, we conquered, the people's hearts and souls."



She began to fly above the clouds

The managers lived under the cloud of left-brained 'reality'.
The creatives lived under the cloud of right-brained 'romanticism'.

She was a leader, so she would combine both and fly high
.....above the clouds? yes much much above the clouds.



The Mother and the Sun (Dedicated to all mothers of the world)

The disciple asked the Guru, "Is it only mother who gives unconditional love?"

The Guru answered the question with a question, "Is it only sun who gives light?"

The disciple, "Of course not. The candle, the lamp, the enlightened sage, they all spread light."

The Guru, "Yes. Yet can they match the light of the sun? We all can give and try to give unconditional love in our own unique small ways. Yet we cannot match the love of the mother."

On Deeper Relationships

The disciple, “Guruji, you told me to give attention to detail, in giving love and affection. Please guide, how do I develop deeper relationships with people.”

The Guru, “Very simple, try to rise above base feelings into higher emotions like unconditional love. Till the time you evolve, speak less and express higher emotions when you speak. Be careful not to express selfish and base feelings. ”

He added, "Slowly increase the consciousness of the energy you are sending and try to make it positive and affectionate. You will form deep relationship with everyone you meet. Stay blessed, stay inspired.”



Emotional Dependence Story

The moment you become emotionally dependent upon someone, you start losing your capacity to give that person your 'unconditional love.'



The Surprise Hug Story

"His father was unexpressive or maybe he had his own ways of expressing affection. He had never hugged his son, as far as the son could remember.

So one fine day, the son just caught hold of him, I mean, held him, and gave him a tight hug".



In Awe of the Guru

The storyteller wrote a letter of gratitude to thank the master.

The master replied, "Delighted to have stirred your heart with your own deepest wisdom."

The Guru's humility made the storyteller, even more in awe of him.

And the master happily guided the disciple, to discover even deeper inner wisdom thereafter.



Rule or serve?

They (Yamdoots) asked the storyteller, "Do you want to rule in hell or serve in heaven? You have only two choices."

The storyteller, "Send me to the place where I can 'rule the hearts' and 'serve my friends & audience' with transformational stories. And my soul will rest in peace."



And the wisdom came

She decided not to jump to conclusion anymore especially the 'high jump'. She would rather walk to conclusion and that too in a non-judgmental way.

And life became a blessing for her, with the inner transformation.



The journalist looked puzzled

The journalist looked rather puzzled. He told the interviewee, "You don't criticize anyone. You don't point fingers. "

He replied, "Who am I to point fingers? It's the job of the judiciary and executive. Only gods can be pure white. All human beings have their shades of grey."

And he kept moving towards the 'white' thereafter.

"I haven't done anything", said the innocent lady

He told her with an appreciative glance, "Thanks for everything. You don't even know what you have done to me." So the innocent lady (muse) got surprised and said, "But I haven't done anything. What are you crediting me for?"

He said, "In a way, you are right and you haven't done anything. And I, inspired by you, have rather done something to myself."



When the Universe wants to make a fool of you

The inquisitive disciple asked, "Guruji, what happens when the Universe decides to make a fool of you, in the drama of life?"

The Guru winked, "It makes you fall in love.....You either stay lost in thoughts (don't act) or act funny. To add salt to the injury, the world has fun at your expense."

The disciple had another question, "What happens when the Universe wants to bless you?"

The Guru pondered for some time and says, "It inspires you to rise in love. Clockwise or anti(clock)wise, either way it's love that makes the world go round."

Sometimes clear vision comes after you have burst into tears

"She burst into a stream of tears. She felt sad at her very core and was pained that she had not been loved enough. After the tears had washed away her blurred vision, she began to clearly see the miracles of the Universe.

She was reminded of all those beautiful moments of unconditional love gifted by the Universe. And she realized few seconds of unconditional love had touched her more deeply than (a relationship's) conditional love for life.

And through the crack had entered the light. Through her chaos was born a dancing star.

And her dazzling-amazing brilliance began to shine thereafter."



From talk of the town to the story of the town

Her (outer) beauty was already the talk of the town. When they saw her inner beauty, she became the story of the town.....
and a story becomes a permanent memory.

From more hard work to more wise work

The disturbed disciple asked the Guru, "I am working harder and harder, but without better results. Where am I going wrong?"

The Guru, "More hardwork results in more output only in case of physical labour, not for mental work especially people bringing new ideas to society.

For next one week, do slightly less work and increase your duration of meditation /contemplation. Let me know the difference"

The disciple had found his answer and left relieved.



Have a Creative Day

The disciple, "Best stories or any creative output for that matter come from the heart and the soul. And often there is inspiration or channeling from the 'Divine Creator.'"

The Guru, "Oh yes, yet the best editing and sculpting is done by the mind only. So be soulful and mindful both"



Just Happens

Sometimes you just write, the rest happens.
Sometimes you don't even write, it just happens.



The Amazing Story

Life has taught me that when you address people as 'Amazing', after a while, they actually start expressing their hidden amazingness (if they have not done it already).

When you keep repeating the process, they keep surprising you with even more than amazingness... with awesomeness rather.



The Treasure Hunt



2



The customer says ,
“To hell with facts & figures,
don't bore me.”

**Are you fascinating your
customers or boring them?**

Keep Hunting

03

WISDOM STORIES



**“Who makes you Storyteller?
You do.
You are.
Go play.”**

- Will Hindmarch



The Cribbing Story

He cribbed, "God you have given me unusual problems." She said, "I have also given you unusual joys."

He cribbed, "But you have not given me some of the usual joys everyone gets." She replied, "But then I have not given you usual problems."

He said, "God, I have lost the debate."



We Never Grow Up...or do we?

He was 82 years old. In the heart of his hearts, he would still wish for a parental figure around....someone who would scold him, guide him and stop him from committing some foolish mistakes.



Not a Fantasy, yet a Fantastic Story

And they told the storyteller, "Real life is not a fantasy...real life is not a 'happily everafter' story."

The storyteller replied, "Yes real life is not a fantasy. Yet real life can be a fantastic story provided we shed our doubts and fears and do everything with love & affection. "

Two Ultimate Lessons of Life

The grand old storyteller was about to die. Everyone was impatient to ask him only one question. "What wisdom you want to leave for us behind? Or what was the most important lesson of life that you learned?"

The storyteller knew what they wanted to ask. So he shared, "I have learnt only two lessons in life. Don't love your fear stories. Don't fear a love story."

And he took his last breath....and all that was left now, was deep calm on his face and beautiful stories etched on everyone's minds.



The Young Master

The old man was surprised to see that the master was hardly 30 years old and asked him, "How come you have the wisdom of 60 at the age of 30 ?"

The master was taken aback and told him, " Shhh..I will tell you the secret but don't tell anyone." The old man said OK.

The master continued, "Its only because (I took risks and hence) the rate at which I committed mistakes was double." So double the learning too.

A Story for 2014

The disciple, "Guruji you gave me only one yet powerful lesson in 2013. I have practiced it the whole year and developed excellence. So what is my lesson for 2014. "

The Guru, "The lesson is still the same, 'Attention to detail.' Yet the context is different. In 2013 it was detail in work. In 2014 it is detail in love and affection. Be meticulous in each word and action, in listening empathetically to the words spoken and unspoken, in each relationship. ...and give attention to detail to ensure sincerity and pure intent in each effort. This is enough for 2014. "

And the Guru ended with beautiful new year wishes for the disciple,

“Let a new birthday come,
Let a new year start.
Let there be new hopes,
To fulfill them, you must stay,
'Young at heart'.



No option left

The disciple, "Guruji, I am swimming in a sea of foolishness. What do I do?"

The Guru, "This is a blessing in disguise. You have no option left but to seek wisdom and awaken your inner divine."



Successful or Soulful?

The disciple, "What is the difference in the behavior of people in Kaliyuga & Satyuga?"

The Guru, "Many differences. In Kaliyuga, people have pride in associating with successful people. In Satyuga, people have pride in associating with soulful people."

The disciple, "I agree about the pride factor yet you are generalizing about soulful vs successful. My experience says that many successful people are soulful too."

The Guru, "You have a point. Agreed. "



From one extreme to another,well that's the human story

She was his childhood friend. He was excited to meet her after more than a decade and was surprised to see her insensitive nature.

He gently enquired, "What happened to you gal? You have changed and certainly not for the better. Have you built a thick protective shell around your soft heart?" She was unmoved and replied, "Nothing like that pal. I remember my mother as a very sensitive woman. And easily hurt, she would keep seeking love here and there. I decided to be insensitive and loyal as a rock. It's more important to be loyal than to be sensitive. Isn't it?"

He was taken aback for a moment as if an arrow had pierced straight into his heart. Then he gained his composure and began to scold her like a typical Indian elder brother.

He told her in an affectionate yet firm voice, "Why do we answer one extreme with another? Can't we human beings find a balance?"

She broke down yet kept trying to hide her tears. You may hide a spring but can you dare to hide seas and oceans?

"And Those who Inspire"

The Guru is lost in thoughts this time and the disciple is obviously surprised. So he asks the Guru for the reason.

The Guru, "Those who teach need to learn too. Those who inspire need inspiration too. Those who are strong have weak moments too. Yet it is human nature to label and brand people."



The route to miracles

The disciple, "How do I invite miracles in my life?"

The Guru, "Believe deeply in them."

The disciple, "How do I increase their speed?"

The Guru, "The deeper you believe, the faster they come."



The Self-Deprecation Story

"The best storytellers often learn to laugh at themselves,in fact, they are often masters at the very art of self-deprecation.....yet the contradiction is, that the audience is laughing at their stories, and not at them."

Kindly honest, politely frank

The disciple, “Guruji, I have always suffered personally and professionally because of my habit of telling the truth. I may have been brutally honest and ruthlessly frank at times. People are not ready to listen to the bitter truth and I don’t want to tell lies. I am 22, my life Catch 22”

The Guru, “Tell true stories to give hints and mask the characters, if required. A signal is sufficient for wise (and the fool will not understand, even if you beat the drums). Bare truth is like an ugly skeleton sometimes, so dress it up as a story.”

He added further, “People have not evolved enough to listen to truth. We are insecure, frail, weak and vulnerable beings. If you tell your obese wife, she looks obese, you are asking for separation. It is more important to be kind than true under such circumstances. Yet, professionally, learn to be, “Kindly honest, politely frank.”



The Society's Story

"Some follow the social norms..... some take the society one level up to a new set of norms and then only a new chapter is written in the society's story.

The Unconditional Story

"She kept the condition that she would love him, if he had money. It was saddening end of a story.

Then came the twist in the story. Someone walked into his life and gave him unconditional love.

He showered her with money and all that life could offer. And they lived and loved happily thereafter."



Everything that you desire

The disciple is in a philosophical mood and asks Guru, "What do gods do, when they want to punish you?"

The Guru bursts into laughter and says, "They give you everything that you desire. Human desires are often funny, inconsistent and at times self-contradictory. Even gods get confused at times. We hate bias, yet we all want to be special for someone, for example."



The Weird Stories

The strongest of people go through the weakest of moments.
In weakest of moments, happen the weirdest of stories....of
vulnerability, frailty and human-ity.



The Beauty Story

Beauty is nothing but a story of harmony.

Inner beauty shines when there is harmony in the mind, body
and soul stories.



Just love them

The disciple, "Why do I fail to understand women? Is it my lack
of intelligence or the enigmatic nature of women?"

The Guru, "Why do you try to understand them? Just love
them and you will have great relationship with the woman-
kind."



The truth about the truth

The disciple once again landed zapped in front of the Guru. The Guru was meditating, so the disciple asked, 'What are you trying to do ?'

The Guru replied, 'Still trying to find my truth. '

The disciple, "Truth is the most irritating word in the world. Do you really believe in Satyamev Jayate ? Does truth always win ? I don't see that happening."

The Guru," Yes it does. Sometimes truth wins in hours and days. Sometimes in decades and centuries.

If truth would win easily, everyone would become truthful. Isn't it? Then where would be the divine drama left."

The inspired disciple left and decided to find deeper truths himself.



Child is the mother of man

The disciple, “Guruji, I have my doubts. Is it the mother who gives birth to a child or is it the child who gives birth to a mother?”

The Guru, “Simple. It is the child who makes a mother ‘a mother’, so he/she gives birth to the motherhood and allows the maternal instincts to manifest completely. So child is not just the father of man, she/he is the mother of man too.”



The Super-Sensitive Soul

And she told her coach, "Sometimes I hate myself for my hyper-sensitivity. Why do my mood swings take me for a ride all the time? I feel so helpless."

The coach replied, "The Universe wanted you to experience life this way. Remember sensitive souls get into a good mood equally fast and are less likely to get into long depression.

Enjoy the beauty of nature and its smells and sounds. Give a hug. Listen to soothing music. You would uplift your mood as quickly as it went down.

And keep in mind the blessing is, the more sensitive a person is, the more creative she/he is likely to be."

Go, Tell Your Story

Write your success story.
Share your success story & inspire.
Get rewarded by universe.

Repeat.



The Meltdown

"He looked egoistic, hard-hearted, macho and at times, over-confident. Yet perceptions are not always true. For one act of unconditional love would make him melt as quickly, as chocolate does.

Some people are like dark chocolate; bitter-sweet, strong and yet have a classy style, difficult to resist. Not sure whether 'The Complete Man' exists, yet he was as complete, as a man could be. The best part was even his contradictions, added to his charisma."



Life is a Funny Story

Life is a funny story. Sometimes you find people who reflect you and rest of the time you find your reflection in people.

Once you understand this, **you live happily thereafter.**



The Pure Gold

The soul doesn't fear walking on fire,
For it is compassionate yet bold.
Only impurities around it can burn,
Even the fire leaves the pure gold.



The Hide and Seek Story

Life seems to be playing hide and seek. But the day you seek with the true spirit, life just can't hide.



One Fine Day

And one fine day you find a reason behind everything, and then you tell god with an embarrassed look, "Now I understand your plan."

04

LOVE STORIES



**“Love is the
greatest story of all.”**

• Michael Margolis



A New Muse

He would keep searching for new inspiration. Yet she would always come in his way.....with a new smile and a new style.



The Storymate

When it came to mate , he was told that 'mate friend' and 'soulmate' were the two most searched terms on Google. Yet when he googled his soul, he found what he deeply desired was a 'Storymate'. They would together script and bring stories to life. And they would inter-weave their life stories thereafter.

To story or not to story....wasn't anymore the question.



A Conspiracy Everywhere

He had felt clueless about life for long and then one fine day there were clues everywhere. He began to wonder, "The Universe is a master of Conspiracy for sure. And at the appropriate time, it helps you find someone, who is as beautiful as life itself and as innocent as love is."



The Captured Story

For him that 'one smile' of hers, was worth capturing forever.
Yet he never knew that 'one smile', had captured him forever.



Man, you never know the twist in the story

He was pulling her leg for sure and told her, "Ahem Ahem! Why do you keep falling in love and smart people keep rising in love with you? ". He then gave her a playful smile.

She said, "Ahaan. I keep falling in love. ...you are right. This time i am not going to make a fool of myself. "

He got serious and said, "I am only saying not to fall in love. But love you must."

He never knew the coming twist in the story.



The Soulful Story

He worshipped her, yes he did worship her 'pure soul' though sometimes he would nudge her not to use the mind. And she kept on becoming more and more soulful thereafter.



She Came and Work Became Play

"Really, he had got tired of hardwork and the slow results. She was so soulful, playful and funful (loving) that as soon as she came, the work became play.

She re-energized him and brought out his hidden playful soul. He began to ponder, "The mind finds a mindmate to argue and act foolish. Only when you become a pure soul, you deserve & find a soulmate."

And they played at work happily thereafter."



And you won me over

With your sharp intellect,
you won over my mind.

With your unconditional love,
you won over my heart.

But with your touching story,
you won over my very soul, my eternity.

"Everything that I ever was, Everything that I'll ever be."



The playful couple

They were a truly playful couple and would jump at an opportunity to tease each other....of course, without pulling legs and ears.

He teased, "I want someone like you in my life. Will I get one?"

She replied, "No chance at all. There is no one like me. LOL"

He continued, "OMG, Poor me. What will happen to me now? I have become like a man eating tiger."

She said with a surprised look, "What, man-eating tiger?"

He replied, "Yes, once a tiger tastes the man's blood, he doesn't like anything else. When a guy meets the "The Playful You", average women don't attract him anymore."

And she burst into laughter.



Her New Avatar

And her friends began to tease her, "Now we understand the inspiration behind your new avatar. We know who gets the credit for your new energy, your new lingo and your new style. Love is transforming you, and turning your world top-sy-turvy."

And then they began to giggle, "Even your tops have turned turvy. Isn't it?"

On the surface she looked harassed, yet there was an unstoppable smile inside. And then one of them asked her, "Have you brought a sea change in him too or he is too busy just seeing your eyes? "

And she blushed hard and ran away.



The Pure White Story

Aha! those jet black hair, and those jet black eyes.
And on top of all that, she wore a jet black top.

She looked like a jetsetter, she looked that 'trendsetter'.
Her movements were swift, her actions were quick.

Yet even from a distance, he held the remote,
Of her beautiful heart & soul that he dote,

For the world 'could only see', the jet black outside,
And he 'only could sense' her pure white (soul) story.



But I am scared

He said, "Let us meet offline now. We have been connected online for pretty long."

She said, "But I am scared."

He joked, "I don't look scary. I promise you, I am not ugly looking either."

She said, " I feel so emotionally connected even in an online relationship. God only knows, what would happen, if we meet offline?"

Unconditional love doesn't look for someone deserving

The disciple, "As per your advice, I have begun giving unconditional love. Yet my stupid mind keeps looking for someone deserving of the love. Isn't that a condition in itself?"

The Guru, "I am glad to see you evolve and move one step ahead. Yes, unconditional love doesn't even look for someone deserving. It just flows from a person who is overflowing with love. Though it may take the form of loving energy, money, efforts, time and so on. Yet the giver need not get pressurised by expectations. The beauty of unconditional love is the surprise element and it is not supposed to meet any expectations."

And he added, "Let the Universe decide who deserves it but you keep it just unconditional, not caring whether it goes to a saint or a rogue. Just pray in the morning, "I am overflowing with love. Let serendipity find the right recipient.""



The Wild and Party Girl

Her mother was happy yet confused and surprised at the same time. Even when she would stand next to her mother in the kitchen, she would suddenly start smiling without reason. And the mother was almost bewildered.

"How come my daughter, who had no interests beyond partying & wasting her life in numerous other ways, has suddenly developed interest in housework and other stuff? This is either abnormal or paranormal.", she kept wondering.

All of a sudden, her daughter had developed interests in playing with children, getting all decked up and transforming herself into that 'Sundar, Sushil Bahu' the ideal Indian wife. In fact, when she carefully looked at her daughter the next time, she was surprised to see that her sweet little girl had grown into a gracious, beautiful woman.

Then she began to curse herself and realized her daughter must be in love. "How come I took so much time, in realizing this simple fact? I am certainly an innocent fool. After all, the funny bone is at its best, when people are in love.

Now I understand what's up at WhatsApp.", she told herself (scolded herself rather) and was reminded of her own youth and those exciting moments.

Yet silently, she started observing the funny ways of her daughter, even more closely thereafter.



The Magnanimous Soul

The disciple, "Guruji, I am a man with lot of self-discipline, yet my heart takes over my mind when I come across a woman with those 'big eyes'. Do women with big eyes have magnanimous souls too? Is it their soulfulness, which attracts me rather?"

The Guru bursts into laughter and says, "May be, it is true that the bigger the eyes, the more magnanimous the soul."

He smiled and added, "We need to formulate and test the hypothesis by field research, to find out whether its true or false, "Those with big eyes also have magnanimous souls.""



The Rebellious Woman's Story

She was surely a rebel,
& would act against all advice,
She'd behave as a free & carefree soul,
And the world could see, only her vice.

Yet he would put himself in her story,
And could easily make her laugh & cry,
She would obey his every single word,
And herself choose to be a caged bird.

Yet he would make her fly, high into the sky, 'Like a Dove'.
For he could pull her back any moment, with a magical power,
"The Power of Unconditional Love."



The Unconditional Love

Give me a split-second soulful smile.
Say that single word in a loving style.
Spend an affectionate moment & say goodbye,
I will happily let the time fly.
Just, just, just don't mention in the fine-print,
"Terms and conditions apply".

My "Story" or "My" Story

"As he shared one of his stories with her in an online chat, she added few more lines to it and rather completed his story.

He was now sure, he had finally found his storymate and soul-mate, but still decided to ask her, "You want to complete just my story or "My Story."

She said, "You decide" and blushed so hard, he could feel it even online. What he had not realized then, was that she was his Midas touch and she would turn his life into gold.

Who knew life had scheduled so many surprises thereafter."



The Higher Story

When you make an honest attempt to rise above base feelings into higher emotions, you evoke higher emotions in the other person too.

And the highest of all emotions is surely 'unconditional love'. Have a love-filled day and write a higher story.

Go Become 'Love Personified'.

The disciple, "Love is missing in my life. What do I do?"
The Guru, "Go and become 'love personified'."

And he added with a cheeky smile, "I assure you, after some time you will find so much love, you will come and ask me, "Guruji, I am flooded with so much love, how do I handle or reciprocate it?""



The Love and Pride Story

And she asked him, "So you want me to stay fit, look good and have high self esteem too. If not, you won't love me. It means your love is conditional."

And he replied, "Absolutely not. My love is unconditional and I love you irrespective of anything. Yet my pride in you is conditional and subject to these factors. Do you want me to have pride in you? I want you to have pride in me."



The Mysterious Story

Along with the stories, "She too became world famous. Yet she remained anonymous."

She certainly was the mysterious part of the story.

The Divine and the Devil

"You know what?..... I like it when you act a bit devilish. It shows your brutal honesty...and you show both....your divine and devilish colours. And I also like it, because you are not trying to be a wolf in sheep's clothing.", he told her.

And then he added, "You are either a wolf in wolf's clothing or a sheep in sheep's clothing. I salute your authenticity and immense courage to present both sides of the coin."

He smiled, looked straight into her eyes and assured her, "To bring out your complete divine, well that is my job. Isn't it?"

And she looked at him, a bit dazed thereafter.



The Authentic Story

And he told her, "My dear, I love the photos in which "You are just 'You'"....the authentic self....not trying to pose for the world, as per the world. ...and then you look what you are.....- simply divine and it's only then you tell your true story."



And She Got Wild

She started scolding him, this time online, "Why do you waste so much time in chatting? You are supposed to be in office."

And he told her, "When I chat with you, I am still working...coz' I get creative & story ideas from your playful energy. My dear, you are so soulful and the soul is always playful. And you know best stories come from the soul, more so in the company of the soulful."

She dropped her playfulness and rather got wild now. And then she screamed on the screen, "So you chat with me to get your 'damned stories'? Grrrrr"

And the cornered storyteller signed out meekly thereafter.



So little time

He said, "So much to do, so little time."

She said, "So much love to spread, so little time."

The irony was that he kept teasing her by calling her 'li'l girl' yet silently kept admiring her 'magnanimous heart'.



The Playful Couple 1

She had a huge male fan following. In a way, he respected and liked it. Yet sometimes he would feel insecure when she would shoot her magical smile at someone. She could easily sense that. Sensitive she was surely, so she would just softly hold his hand under the table.

And they playfully winked at each other thereafter.



The Happy Ending

The story is always pending. Till it finds that 'Happy ending'. The struggles & tears must end one day.... with laughter. You sincerely wish, "And they lived happily thereafter."



He Joked and Joked and Joked

In spite of all the courage that he had and he mustered, he still could not express his feelings to her. Yet the Universe helped him find a way. So he joked and joked and jokedand the jokes expressed all that he wanted to express, all that needed to be conveyed.



The Never Ending Story

Every heart was shot, at her first sight.
She was an inspiration, a soulful delight.
Yet she was the never ending mystery,
Coz' she was that "Never ending story"



Love is always tough

The disciple, "Guruji, tough love has become a buzzword these days. Isn't love tender & caring? Can love be tough?"

The Guru, "Love always has its tough side, else it becomes pampering. Love always has the best interests of the loved one, in mind, which may mean a nudge or disciplining at times."



The Captivating Story

And she was such a pure sweet soul, that not only her smile, even her smileys were magical. And then began a captivating story.



And he created magic thereafter

She was so innocent and trusted him so much. Or may be she was consciously ignoring his shades of grey and bringing out the good wolf. We never come to know the complete truth in life and life is like that.

Yet he was so touched, he decided to be her protective angel. And he created magic in her life thereafter.



The Soulful Story

"They were more than 'Made for each other'. They were rather 'Storied for each other'. And together they wrote the world's most soulful story."



One Soul, One Story

Live in the moment,
Love in the moment.

Who cares how long does it last?
When for that one beautiful moment,
You become "One soul, One story."



The Valentine's-Indian shtyle

The disciple, "Valentine's day is approaching. How do I find out my valentine's, or decide the right life partner?"

The Guru, "Shhhh. Let me share my secret. My Valentine's card this year says,

"When I am anywhere around you....

The 'child in me' emerges to play with 'child in you'.

You bring out my very best, my whole,

You just pull out that 'playful divine soul.'

Then the divine in me rises, and as a cue,

It bows down gracefully, to 'the divine in you'."

Namaste!

(Inspiration-Indian concept of 'Namaste'.

Namaste means the divine in me, bows down to the divine in you.)



Best in each other

She was his creative inspiration. He tried his best to give her unconditional love.

And they kept bringing out the best in each other thereafter

Touch Me Not or Vibe Me Not -A Story of a Super-Sensitive Soul

"Why do I find it so easy to write, yet so difficult to say?", she asked herself.

And she added, "I am feeling so shy, while I am writing this. Why do I find it much easier to describe a kiss than to perform a kiss? I am a funny character for sure."

She was on her annual reflection vacation and what could be better for reflection than the majestically mysterious Himalayas. She kept questioning herself, "But then aren't we all funny and idiosyncratic in our own unique ways? Aren't we all cracked pots with cracks at different places?"

And the reader could imagine and visualize the shy author that she was. From one cursory glance at her photo even an idiot could make out that she was one of those super-sensitive souls.



Oh My Goodness !!!

She looked stunning beyond description. Only one phrase befitted the epitome of inner and outer beauty that she was, 'simply divine'. Her inner beauty added an amazing aura too, to her charisma.

Her high heels caught his attention first. He found the heels funny which made her conscious, which made her look all the more cute.

He immediately began to tease her by bowing his head & addressing her as, 'Her Highness'. Then he looked at her face and it was like, "Oh My Goodness!"

She looked so breathtaking that he had to immediately sit down and take few deep breaths. After all, she had taken his breath away and left him breathless.

On top of that, she was so full of life all the time that he had begun to feel alive again.....after a long long time.

And he wished for time to come to a standstill....he was going to be soulstill in any case everafter.



She smiled, giggled and then burst into laughter

Suddenly she would smile, then giggle and then sometimes she would just burst into laughter. She seemed to be just freaking out when she was chatting online.

Her father got worried and suspicious. He told her mother, "Is our daughter in love with someone? She has always been so serious and shy, and now suddenly she is behaving funny."

The mother just began to smile, "Yes, I think she is in love. I am so glad that if he can make her laugh so much online, he would surely keep her in high spirits offline."

"Hmm. HmMMMM" the protective father was not so optimistic and began to ponder.



The wise couple

They were a wise couple, who had decided not to fall in love. They rather decided to form a mutual admiration & caretaking society.

And they accepted challenges happily thereafter.



Ahem Ahem-When Two Economists Love Each Other

She was an economist and began to tease him, "You know the demand for beautiful women far exceeds the supply. You have to chase me, my dear."

He was no less of an economist and replied, "I love chasing you, my dear. Yet if it comes to theory of demand and supply, then the demand for playful men far exceeds the supply too. So forget economics and apply loveconomics. All we need is unconditional love."

And she began to smile with her trademark naughty wink.



Conditional and Unconditional Love

The inquisitive disciple went to the Guru and asked, "What is the difference between conditional and unconditional love?"

The Guru, "Love is always unconditional"

With a sarcastic smile he further added, "What is conditional is not love and is rather a well negotiated emotional energy exchange deal."

The Power Game

The disciple looked harassed and asked the Guru, "Who should dominate and hold the reins in marriage? "

The Guru had a naughty smile, "No doubt about it, it's the Lakshmi -the wife."

Then the Guru added with a twinkle in his eye, "A successful man empowers his wife and an unsuccessful man is overthrown by his wife. Have you noticed the ease with which Shahrukh Khan says that he is the slave of his wife? Only a successful man has the confidence to say that."

The disciple had enough food for thought. So he left lest he had indigestion.



Scared....

The disciple told the Guru, "She brings out the god in me and I am scared of falling in love."

The Guru, "Don't be scared NOW."

The disciple, "What does that mean?"

The Guru, "(If you are scared of falling in love) It means you are already in love. Now running away cannot help.

Remember, the Universe has a rule. "You don't get what you want. You get what you need."

The Expectations Story

"He hardly expected anything from anybody. Learnt it early in life that expectations give pain only.

No wonder he loved giving and getting surprises. And avoided keeping expectations, as far as possible.

Yet he experienced the magic and beauty of unconditional love. That was the greatest gift from the Universe.

And he spread love unconditionally thereafter.



It's the sensitive empath, who ends up as a loner

"I hate you.", he told her.

She was shocked to hear such strong words, and said, "But why? What have I done to deserve this?"

And he said, "Just because I want to be deeply, unconditionally loved. And that is surely not what I feel."

"Oh my God! Is that so?" she noted with a visibly perturbed face. And they both just broke down into tears.

His soul wanted to connect again, yet the analytical mind started thinking, "Is it the empaths and over-sensitive people who often end up becoming loners? Do those who are most loving-empathetic end up alone?"

The reflections began too, "Sometimes, I easily make out the conditionality of human love and sometimes I expect sensitivity, which is...."

Hatred originates from hurt. Hurt originates from love. So complex, yet so simpleis the "human story."



And Thus Began Our Love Story

The father was sharing his love story with his daughter. He began, "Her innocence was divine, her eyes were divine, she had a heart of gold....her intent, her trust in him, her expressiveness, her desire to learn all the time, the way she connected emotionally. Wasn't everything just divine about her?"

He continued, "I had begun wondering, whether she was showing her best side to him, her soul or was she actually as pure-hearted as she seemed to be?" Then the thought crossed his mind, "However strong an inner voice you may develop...it refuses to answer some of the tough questions." And like in the past, he decided to trust till she proved otherwise. After all he was wise enough to rise in love, if nothing else....

And he paused and told his daughter, "And thus began our love story. "

The Treasure Hunt



3



Good _____ inspire action,
connect emotionally & build reputation.

**Are you genuinely connecting
with your customers?**

Keep Hunting

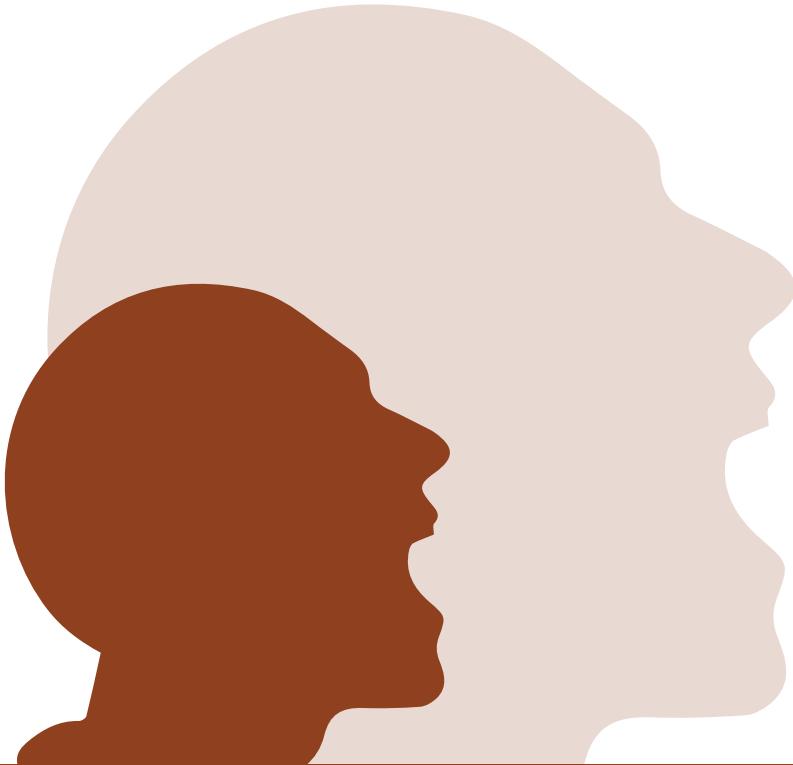
05

HUMOUROUS STORIES



**“A tale spinner's
goal is entertainment.”**

- John H. Alexander



The Emotional Rollercoaster

And the storyteller told the audience, "I am all set to take you for a ride. Are you ready?"

The audience looked puzzled about the upcoming ride. Yet one youngster gathered enough courage to get up and ask, "Please don't take us Indians for a ride. At home, the family is pressurizing for marriage. At work, the boss keeps reminding of the low bargaining power and demand & supply situation. At public services, governments hardly serve and rather behave like our masters. Isn't everyone already taking us for a ride?"

The storyteller announced a different kinda ride,
*"I am going to make you laugh and cry,
throb your hearts and make you jump with joy.
This ride is just an emotional rollercoaster.
Which makes you express all the emotions,
And I'm surely not a boaster."*



Don't Tell me a Story Please

The storyteller stared at his rebellious teenaged daughter. It surely was a scaring look.

She immediately said, "I will do exactly what you say. But for God's sake, please don't tell me a story."

And the rebellion ended happily thereafter.



Catch Me If You Can

He was late for the flight. As soon as the playful pilot saw him running towards the plane, he quickly started the engines and played the song, "Catch me, if you can."

He walked like a butterfly, yet the pilot stinged like the bee....and quick he flee...



Helter & skelter the poor guy ran thereafter

And he began to tease her, "Why is it that you look all the more beautiful in the company of children and dogs? Is it the magic of unconditional love?"

She held his shirt's collarand helter & skelter, the poor guy ran thereafter.

Where America meets India -'Just two and I get true'

And I told my friend, "You know Americans and westerners are moving towards more and more authenticity. They talk about authentic leadership, authentic self, authentic branding and so on. They even say, "Vulnerability is the new black", and sharing the true vulnerable self is getting in fashion."

My friend replied, "I have always been my true self on every Friday night. I just go to the club in the evening and my feminine or true side starts coming out. I talk a lot, get emotional, share some secrets and frustrations" Then he paused, smiled and added, "All I need is 'Just two'.... to get true."



On a lighter note

A horse who does not respect himself, is not respected by other horses.....damnit, not even by donkeys.



The Enlightened Soul

Sometimes her wisdom would surprise him so much, he began to joke, "You are surely an old head on young shoulders. Or are you an evolved soul on unevolved shoulders?"

Sometimes she looked playfully beautiful, and at times she looked beautifully playful. And infected by her playful energy, he would sometimes switch off the lights and tell her, "Why waste electricity, when we have 'An enlightened soul?' right here."

And she would run after him with her clenched fists thereafter.



06

ANECDOTES



**“Once upon a time,
there was a story.
But no one to tell it.”**

-A.D.Y. Howle



And I could see the smiles all around

People want positive energy (or love) and are getting tired of everything else.

Interestingly when I spoke on “Spirituality & Personal Branding” at Ananda Spa in the Himalayas, CIOs took more interest in spirituality and less in reputation management. Surprisingly the three things which they liked most about my presentation were:-

a) How meditation helps us in getting inspiration and how it can bring out inner greatness and passion?

b) The power of storytelling as a self-expression tool.

c) The humour (with a serious touch) in my presentation got a warm response. I said in the very beginning, “Some inspiration comes from my friends, some of it comes from divine.

Some inspiration comes from the inspiration (muse),

There is nothing I can claim to be mine.

Hence no copyright deserved.”

And I could see the smiles all around. To add to the beautiful experience of Ananda, a CIO stood up and gave a standing ovation.

And words cannot express beyond a point. May the Universe bless us all!

The CXO was zapped

A CXO client of mine, had completed one month of coaching and I gave him an idea to celebrate. In fact it was a weekly assignment. I told him, enjoy a Mills and Boon this weekend. He was zapped and told me, “Neither I am a female, nor I am a romantic. Why do you want me to read M & B”

I said, “The best way to learn the narrative art of storytelling is to read stuff like M & B, where the description of a scene is so vivid, you can almost visualize it in the mind, and can feel transported to the land.”

Happy storytelling guys. If you are stressed out with the corporate world, enjoy the right brain side and learn storytelling for branding.



And what do you do to make a living?

They asked the storyteller, "Stories are fine but how do you make a living?"

The Storyteller, "I will answer in 2 parts, 'What I do for a living?' and 'What I do to ensure I am fully living?'"

To make a living, I assist people in inspirational storytelling and organisations in brand storytelling.

What I do to ensure I am fully living, is to give, receive and quest for the 'unconditional love (stories).'



I was zapped this time

A CEO walked into my office and told me, "I want to learn from you, how to inspire."

I was zapped this time and he was smart enough to sense it. Clients come to me to learn social media, online branding and storytelling. No one has ever asked me after all, to coach him/her, how to inspire.

He reminded me, "You are an inspirational storyteller. Can you help me write inspirational anecdotes and stories?"

'Oh! so that's the matter' I thought. I took a deep breath and then we began the discussion.

And what do you do to make a living?

They asked the storyteller, "Stories are fine but how do you make a living?"

The Storyteller, "I will answer in 2 parts, 'What I do for a living?' and 'What I do to ensure I am fully living?'"

To make a living, I assist people in inspirational storytelling and organisations in brand storytelling.

What I do to ensure I am fully living, is to give, receive and quest for the 'unconditional love (stories).'



I was zapped this time

A CEO walked into my office and told me, "I want to learn from you, how to inspire."

I was zapped this time and he was smart enough to sense it. Clients come to me to learn social media, online branding and storytelling. No one has ever asked me after all, to coach him/her, how to inspire.

He reminded me, "You are an inspirational storyteller. Can you help me write inspirational anecdotes and stories?"

'Oh! so that's the matter' I thought. I took a deep breath and then we began the discussion.

The Symbolic Wedding Ring

"I was traveling by air and had a beautiful lady sitting beside me, on my right side literally. There was no one on the left, front and back....no one to talk to. I am a networker who can't be silent for too long. So I decided to break the ice with the lady next.

I had noticed she was wearing the wedding ring in the wrong finger. So I asked her the reason for the particular finger. Pat came her reply. "It is symbolic because I am married to the wrong person."

I told her, "We don't marry the wrong person. We rather marry the blessing or the lesson."

Pat came another reply. "Gentleman, you are right but how do I know he is there to give me a lesson or I am here to give him a lesson?"

Well all my wisdom vanished at that point of time and I was left speechless. She not just had beauty.....but had brains too."

(My adapted version of a story shared by a friend)



"I shall be brutally honest"

The lady was tomboyish and had rather a masculine, commanding voice. On top of that when she told me "Amit I shall be brutally honest", I had no option but to wait with bated breath and ponder. "What is she going to be brutally honest about?"

She continued, "I was able to learn social media by reading articles, but I am not able to learn storytelling by reading stuff. I am feeling a need for coaching."

I said, "Social media is more about knowledge and storytelling is a skill you learn with practice."

Thank God ...that was honest but hardly brutal.



First story, then theory

Recently while starting my training session on 'Storytelling on Social media' with senior executives, I joked with the audience "I am here to tell you stories and you have to tell me the underlying theories."

And being a facilitator I will just add on, if needed. And the one fine day game began.

And I was stunned

The gentleman appeared over-friendly first and I began to feel uncomfortable. After a while I could not stop myself from asking him, "You are behaving as if you already know me though we are meeting for the first time."

He replied, "May be you don't know me but I do."

I was even more perplexed. And he continued, "Familiarity breeds a connect too. I am already familiar with you because I have read many of your stories."

'Oh' and I heaved a sigh of relief.



Interested in an evergreen romance

I was asked at an event to differentiate between image management, personal branding and storytelling. I replied, "On a lighter note, I would say Image management is like teasing, personal branding is like flirting and storytelling is like an evergreen romance."



"I am not successful yet, how can I write a success story?"

A good question, which came from a prospective client (a life coach) who considered herself not successful yet, because she had only 2-3 high profile clients. I gave a honest piece of advice. "If we have been able to get even one good client we must consider ourselves successful and we only need to repeat the success now.

Share your anecdotes (short stories) of success and experiences to begin with and you will soon become successful in the eyes of the society too.

And then you will be ready to share 'The Success Story.' " You are amazing and you just need a reminder.



A Life Full of Stories

And they asked the storyteller, "So what was the best gift you got from the Universe?"

The storyteller, "A life-story packed with stories..... or full of interesting experiences with amazing characters, each worth a story."



What the hell Dr Amit, do all my questions have only one answer?

The client asked me, “I want to give the same message online and offline. What is the solution?”

My answer-Story

Client-I don't want to sound self-promotional. I want to integrate social interest too. How do I make my message meaningful?

Me- Story

Client-Is there a tool, which can make my message educative and entertaining at the same time?

Me-Story

Client-Can I align my personal and business brands and build them together? If yes, how?

Me-Story

Client-I want to share same or similar message on mass media and social media? What is the solution?

Me-Story

Client-What the hell, do all my questions have only one answer? Is storytelling some kind of panacea or omnipotent tool?

Me-(Of course, I can't say, "What the hell" to a client) That's true, all your questions and problems have only one answer, “The Story”



Naked truth is sometimes like an ugly skeleton

A client had this tough question ready for me, early in the morning, "Should I share the complete truth while sharing my story?" I said, "Absolutely not. Naked truth can be as ugly as a skeleton. You must cover it with flesh and clothe it decently."

Truth and authenticity does not mean, being completely bare and unpolished. Our story is supposed to inspire and an ugly skeleton can hardly inspire.

Also I suggest my clients to develop compassion for the characters in their stories. Understand the back story of the villain and explain why the villain behaved like one in the first place.

My personal choice in storytelling is not, "Brutally honest, ruthlessly frank" it rather is "Kindly honest, politely frank."

And the audience will fall in love with your stories.



A Story Pilgrimage

And they asked the storyteller, "What do you mean by a story pilgrimage?"

The reply, "Telling your story, evolving your story andthe soul doing a bit of story searching, the body taking a holy dip in the ocean of storytelling and the mind enhancing its storytelling skills. The journey is as joyful as the far away destination."

When you reach the destination, you pay your obeisance to the deity called, "transformational story." In short, you explore, experience and inspire.



The Curse and the Blessing

And they asked him, "What makes your stories so interesting, empathetic and yet so full of life?"

The storyteller, "In Chinese there is a curse, 'May you live in interesting times.'So God told me, "May you live in 'interesting times'(then she paused and added) and write 'interesting stories' too."



Yepp! Trust worth a million dollars....., unconditional love 'priceless'

And the journalist asked the storyteller, "What did you earn and learn by spending so much time on social media over past few years?"

The storyteller, "I hardly earned a few lakhs in rupee terms in past few years, yet I made unconditionally loving friends across the globe (which is priceless for sure) and earned a billion dollars in trust & social capital."

The journalist, "Now what?"

The storyteller, "Now they whole-heartedly trust me and I whole-heartedly trust the Universe."



07

MUSINGS & NOTES



**“It's like everyone
tells a story about themselves
inside their own head.
Always.”**

- Patrick Rothfuss



Magical Stories

Simply put, a great story has 3 components viz.

1. Finely etched characters
2. Detailed description of ambience
(what goes on outside/around the characters)
3. Description of emotional nuances
(what goes on inside the characters)

And it goes without saying that a thread weaves all these three components into a fine sequence of events, resulting in a magical story.



The Power of "Once Upon a Time"

Sometimes, "Once upon a time" puts you to a sound sleep
.....sometimes it wakes you up to a life you had never imagined



Your 'Very Story'

"Sometimes in those stories you found your answers, sometimes in those stories, you found your 'very story'."



And the stories continue thereafter

The storyteller first understands the inner conflicts, human frailties, vulnerabilities and contradictions.

Then she/he weaves magical stories, where not only the protagonist wins over the antagonist but higher emotions win over base feelings, the inner divine wins over the inner devil and positivism wins over cynicism.

And the stories continue thereafter.



Life is like that

Sometimes life gives us much much less than what we expected & deserved, Sometimes it blesses us with more than what we could have ever ever imagined.

Let us live in the moment to fully embrace a new story and let go of the old story.



The Inner Beauty Story

Draw inspiration from the outer beauty of the Universe.
Now go ahead and draw your inner beauty story.

Such are the ways of life

Sometimes life gives you a good deal.....and you settle down with a good stable life.

Sometimes life gives you a bad deal.....and provokes you to settle for, "Nothing but the Best".

The irony of life is that by the time story ends, the good deal had remained a good deal, while the bad deal had ended up as the best deal.

Such are the ways of life, such are the twists in life stories.



Story is a Myth?

Stories are usually a mix of reality and imagination. Where the reality ends and imagination begins, no one knows.....sometimes not even the storytellers.



The Motivation Story

What drives us the most in adult life, is what was missing in the childhood.

Find the missing link in your motivation story.

The Darkest of Stories

Deep in the soul's ocean stay buried,
The deepest of human insecurities,
And the darkest of human stories.
The mysteries love the depths after all.

But then some stories are best shared with your own soul,
Or a soulmate, who has become part of your very soul.



Moments.....life is but a series of them

Live in the present's majestic moments,
Cherish the past's beautiful moments,
Embrace the future's surprising moments.

Whatever, whenever, wherever....just fully live the moments...



When Life-story Gets Stuck

When your story is stuck and refuses to movedon't give up,
what is hiding behind is often a twist in the story.



The Abundance Story

Never pray, "I don't have money." or "I don't have love." The Universe rewards abundance mentality not scarcity.

Rather pray, "I have money and I would be happier with a bit more. I have love I have success....." And they surely flow.

And don't forget to spread it, when you get it.



Life is just a make believe story

In a way we all live in our make-believe worlds.

Because we make and break our worlds, with our beliefs.

And our story twists, based on what we are able to make our mind believe.



Don't let the dam break

"The dam of my tears is about to break.

Please please don't tell more of your story.

A flood of tears flows, as if hell broke loose.

The deeper I put myselfin your story."

Keep Climbing your Story

"When you consistently climb few steps everyday and focus on the distance covered rather than the distance left...the heart says that the mountain peak is not too far and tells you to keep climbing your story."



The Attention Story

"Some people do funny things to attract attention. Some are so so positivethat it attracts attention.

And I pray for such a positive world, where even a bit of cynicism attracts attention."



And the Stories Go On

Behind every face there is a story.

Behind the story, there is often another story.

And sometimes like an onion, there is a story inside a story, inside another story and it goes on.



Telepathy or a Magical Story

"When two people think of each other affectionately, with pure or positive energy, it manifests in several ways. ..coincidences, serendipity, funny things sometimes.....call it telepathy or give it another name, the Universe reminds us of its magic...of something more."



Let the Universe take the story forward

First the intent needs to have, 'purity, clarity and parity (with actions/prayers)'.
Then trust in the intelligence of the Universe and give it few hints.

The final step is to hand over our story to the Universe and it casts it's magic happily thereafter.



The Prayer Story

Pray wholeheartedly for 'what you want' and yet trust the Universe that it will give you 'what you need.'
This is the contradiction of the prayer story.



Combination of sincere empathy and drama

Those who are sincerely empathetic and can be a bit dramatic at the same time end up becoming the best storytellers. The story needs an element of drama or else it would taste like lemonade without sugar.

Yet some may be great at story writing, some at story narrating (speaking) and some at story training and coaching.

Some rare ones may learn all... or some may be blessed with all.



The surprise in life's story

Finally one day you begin to feel comfortable in your skin. You don't feel the need for a mask as you believe, "I am what I am. Take it or leave it."

And the surprise is people who really matter not just take it.....but rather embrace you more affectionately than you had ever expected.

Have a soulful day.



Beliefs are the Roots

We need to question our beliefs every minute. And then weed out the limiting beliefs and empower the expansive beliefs.

After all beliefs are the pen, with which we write our stories....



Empathy and Story

A great Story evokes the highest of empathy,
Great empathy creates the highest of story.



The Miraculous Story

Just imagine all that can go right,
Just imagine all the wonderful possibilities today,
Just imagine all the blanks in life that may get filled unexpectedly.

And you are ready to fly..... into the 'Miracle Zone' and write a miraculous story.'



The Power of Words

Words empathize, Words energize, Words mesmerize,
If they are sculpted well, express inner joy and are cut to size.



Life is a Simple Story

The faster you evolve as a human being, the quicker you move
into the zone of magic.

Life is just that simple a story.



Best stories

Best stories often express the moment of truth.....a sudden
realization of an important fact of life. No wonder you behave
like Archimedes sometimes in those moments and they
become everlasting Eureka stories. What say?



Stories and Democracy

Stories are like democracy. They are of the people, for the
people and by the people.



Storyteller is at the Mercy of the Audience

If my words are able to uplift you to a world of laughter.

If my paragraphs can transport you from the lows to the highs of the graph of life.

If my blogs (stories) can make you log in and cry to release your blocked emotions.

I deserve to stand on the stage of dramatic story of life.

If sometimes my story becomes your story too.

If I can make you empathize, by putting you in another person's story.

Then only I deserve the right of being an inspirational storyteller.

If not, then I must move to my shell, my world of thinking-feeling.

And do something to deserve more of divine grace and may be to search the missing soul in my story.

(Inspiration Michael Margolis , Get Storied)



Empathy and Storytelling

First you have to put yourself in another person's story. Then only you will be able to see the many stories inside the story.



Find Your "Role Model Story"

All human beings have unique challenges and mental blocks. The story which inspires us the most is the story in which the hero/protagonist goes through the same struggles as we do and faces similar challenges.

For example if you are a woman entrepreneur, you feel most inspired by the stories of other (successful) women entrepreneurs. If you have settled in another country, you need a role model who succeeded in another country and so on.

Today we have easy availability of inspiring success stories (through Google etc) and you can find hundreds of people, who came from small towns, poor families, born with physical disabilities and so on. They won against all the odds and are there to inspire us.

Find your role model stories, get inspiration for action and create your own "Touching-Rocking" story.

A purposeful story

We need a life purpose and we need a life purpose partner. The confusion starts when the partner becomes our purpose or the purpose becomes our partner.

Either way you get lost in the desert. We need both to write a purposeful life story.



An enlightening story

May you ignite the spark inside you into a blazing fire of your life purpose!

May all cynicism be consumed in this fire and may your anger blossom into passion!

May the light inside you shine and spread through your enlightening story!!!



Putting Yourself in another Person's Story

Putting yourself in another person's shoes is out,
Putting yourself in another person's story is in.



Future of humanity

In the end, the entire human race became storyteller. Our hearts connect to stories, our brains are wired for stories and our ears want to listen to stories. We want our stories to be heard because our experiences are stories, our complaints are stories and sometimes the biggest burden on our soul, are our untold stories.

Great legends leave behind legendary stories. Great souls write inspiring stories. Great angels in our life keep with themselves our stories of failures and mistakes-our embarrassing stories.



Miraculous stories

Not only, things have to be seen to be believed, but also things have to be believed to be seen. (Gooch's paradox) No wonder 'Miraculous stories' happen in lives of those who believe in miracles.



Emotional Connect

Only the one who has been through a similar story connects with 'The Story'.



The rebellious story

You can win over rebellion only through compassion. The more rebellious the person, the more compassion he or she needs. You can win over the mind through nuisance value and ganging up, but you can't win over the soul.

Only by winning over the soul, you can give a compassionate ending to a rebellious story.



Inside Goes that Story

Just softly open that window of emotions, you have kept closed for years and end that inner story of conflict, "Should I, shouldn't I?"

The Universe is beautiful and it eagerly awaits outside. And it wants to peep into your inner beauty too.



Angels and Angel Investors

"He already had angels in life. The time was approaching for him to be an angel now. Now all that story needed was an angel investor. And it seemed it was on the way"



The Unhero

Not every 'Hero' deserves to be sung. Not every unsung is an 'Unhero.'



Let Serendipity Take over

Create great, super-positive content and leave it in the Universe. Now let serendipity take over.



Lifelong Bonds

If you feel genuinely happy to see someone happy, you form with that person..... a lifelong bond, and you become an integral part of their story.



The Miraculous Story

Life is not a straight line, it's rather a set of circles. When the mind opens to its grace, it becomes a whirlpool of miracles.



The Treasure Hunt



4



Our brains are wired for _____,
Hearts want to listen to _____,
souls wants to unburden with _____

Keep Hunting

08

SPIRITUAL &
HEALING
STORIES

A decorative pattern of small white dots arranged in a grid, starting from the bottom left and extending towards the right and top of the page.

**“The purpose of a storyteller
is not to tell you how to think,
but to give you questions
to think upon.”**

1 Sanderson



The pure intent

He had been a successful edgewalker. Sometimes he had committed mistakes and even a blunder for which he was easily forgiven, for he was considered a man of good intent.

He began to wonder, "How do people come to know of my intent? Is it the energy or body language or something else? They were difficult questions to ponder upon. Yet he must feel grateful to the Universe."

The questions continued in his mind, "Why has been my life full of both good and bad yet unusual- interesting-rich experiences? Did I have to go through all this only because, life wanted me to become a storyteller?"

Whenever he had thought he had found all the answers, life had posed another question. The good news was, at least he had finally begun to enjoy the never ending mysteries of life.



Storytelling heals

Sometimes telling your true story, helps you let go of blocked emotions. Sometimes a fictitious story, truth plus wild imagination helps you heal.

Story thyself, Heal thyself.



The balanced story

There were days, when he was in awe of his reflection.
Then there were the days, he hated himself.
And then came the days, he found balance in his story.
He could see the whole...the light and the shadow.
And he became the seeker of light thereafter.



Heal Your Story

First write your healing story.
Then create an inspiring story.

When the pain is healed,
from the womb of pain emerges, "A Magical Story".



For all he could see
was just sea, sea and sea.....

And the moment he looked at the vastness of the sea, he realized his own insignificance.

His own thoughts appeared to be small waves, his life appeared to be a mere series of high and low tides.....yet he could sense as much stillness in the depth of the sea as much as, he felt in the depths of his own soul.

The tsunami of his life had come and gone long back. Yet it had left a powerful lesson to ponder over, "To discover the hidden treasures of both the sea and the soul.....one needs heaps of patience and faith." He had finally begun to live in the moment and love in the moment.

Immersed in the joyful waves, he was in a state of trance, For a beautiful moment, he & sea became, "One soul, One story",

And in that oneness began a hypnotizing, captivating dance, the mystically-magical dance of, "Sheer bliss & Pure ecstasy".



The Mysterious Story

"He finally solved the mysteries of life & decided to turn the tables. This time it was life, which would find him mysterious.

And mystery surely has the highest of charisma."



The Progress Story

Small progress requires tactics.

Big progress requires strategy.

Grand progress requires blessings.

Infinite progress requires oneness.



The Self-Reflection Story

We need breaks and vacations for reflection too.

Because the irony is, best thoughts (and inspirations) come only in a state of thoughtlessness.

Shhhh! May be the Universe is shy & it is whispering.



The Energy Story (Don't mind, if you do a little)

Do a little affectionately,
with loads of positive energy.
Don't do sacrifices grudgingly,
with heaps of negative energy.

Your love matters more.
Your energy counts more.
Not so much the hugeness of your acts.
Nor so much grandness of your sacrifices.



Help Them Find their Way Home

When people around you look confused, just put yourself in their stories. They have forgotten their true nature....they have just lost their way home.

And help them connect with their inner wisdom if you can, so that they can find their way home.



Servant Leader of 'The Universe'

The day you get completely aligned with the Universe, you become its servant leader, you become its servant creator.

You don't write anymore what you have to say, you don't speak what you want to speak, you don't even control your vibes.

You just become a channel and you just convey what the Universe wants you to say. And the Universe knows best what the audience needs to hear.



The Soul Searching

Life took her to the very edge. And on the edge, she began soul searching.

After moving in the traps of vicious circles of life for years, one fine day she finally found her center. And then began an enchanting story.



The Journey Is The Nirvana

The storyteller goes to the master and asks,

"Seen it all,
done it all.
Saw life as a drama
and then loved it all.

What next master? I have only one wish left and that deep wish is to attain the state of 'Nirvana.'"

The Master, "Nirvana is here and now. You have found your life purpose of inspirational storytelling. Inspire people through stories. Help them heal by supporting them in sharing their stories.

Find a soulmate, who is also a journey mate. Nirvana is this very journey, not any elusive destination. So go my dear, my blessings are with you, for the state of Nirvana."



09

POETIC STORIES



**“Read a thousand books,
and your words
will flow like a river.”**

• Lisa See



There is every character, in the superhero actor

The superhero has the humility of the side actor,
Persistence of the villain,
Leadership of the director,
Risking capacity of the producer and
The warmth of an adoring audience.

When the circumstances are trying to make everything zero,
She/he not only wins but brings a smile on every face like a
true hero.



I fell in love with ...every lovely soul.

I started very focused, single-minded towards the goal.
But on the way, I fell in love with ...every lovely soul.



Sometimes

Sometimes a smile is so expressive, so soulful, Each smile
stays in the mind, becomes a memory.
Words are not needed, when the smile says everything, & stay
forever like the everlasting story.



The Pilgrim of the Story

The throat does not yearn for water,
And the feet stop paining.
The mind becomes as calm as ocean,
For the thoughts stop raining.

No desire for a break or rest,
For passion runs in place of blood,
The senses get desensitized,
And the emotions no more flood.

Only the heart stays eager,
For a purpose partner to join in,
When "Joy is in the journey",
There is "No desperation for destination."

The whole life is but a pilgrimage,
For, **"The pilgrim of the story."**



I am proud of you my friend
(A poem dedicated to my friends, who sincerely try)

I am proud of you my friend,
You are sincerely trying

You want to let go of that grudge,
But its lurking in a corner of the heart.

You forgave long back,
but there's still a feeling.

You thought you blew it away,
but still it is reeling.

From giving your best, you are just not shying.

I am proud of you my friend,
You are sincerely trying.

We are human,
We are frail.
We are vulnerable,
And we fail.

We think we are strong,
Till something comes along.
Which shatters our beliefs,
& weak moments prove us wrong.

I know you are truthful,
You are just not lying.
I am proud of you my friend,
You are sincerely trying.

You fell down & then broke down too,
Life slapped you hard for that mistake.
On the surface, you looked confident,
But I know your soul did shake.
May god bless you with what you deserve,
For what you are persistently vying.
Bravo! Bravo! Bravo! Hats off, my friend,
For giving it your best shot..... "for sincerely trying".



The Lion King's 'Fierce Song'
An Inspirational Poem
(Dedicated to Dr Daisaku Ikeda, on his birthday)



Life chooses the teacher, life chooses the lesson,
No option here of science or history.
No choice but to be an obedient student, &
Just play my role assigned in the story.

Life told, "What cannot be cured must be endured."
And if it has to be endured, then better do it cheerfully.
Life is the supreme umpire, the bowler and the fielder too,
You, a mere batsman, with hawks around, so play skillfully.

Life is no less than Maugham's stories with surprises galore,
And those turns & U turns and unexpected endings.
You often don't get what's your very right, your due,
Yet you get a miracle too... in life's twists and bendings.

When you plan, you can hear God saying 'Ho-Ho'.
When you don't, its guilt embedded in brain's wire.
Life sometimes behaves like that ruthless ringmaster,
And humbles you like the lion king, who just jumps the fire.

Let me tell you dear life,
"The lion king, however humbled cannot be trapped for too
long.
It breaks every cage one day and roars its very own 'Fierce
Song'."



Just Be My Girl

"Just Be My Girl"
To the world, be a wonderful woman,
But to me, just be my girl.
Affection seeking, a bit childlike,
With a playful soul, a gentle whirl.
But to me, just be my girl.

A lady polished, with fears abolished,
A graceful saree, yet my girl had vanished.
To the world, may be a mysterious oyster,
Yet to me, be my precious, hidden pearl.
But to me, just be my girl.

Aha, a small twinkle in those big eyes,
Aha, a shy smile, with a naughty wink.
You're someone, who is at peace with oneself,
The soft hair flowing, with a dashing curl.
But to me, just be my girl.

For all the vanity, they may have a watchful eye,
High heels, diamond jewellery, and a sophisticated gait.
And from the mask of that wonder-woman,
Will emerge my girl, for whom I patiently wait.
But to me, just be my girl.

I will give a careful ear to all your nagging,
And even to every hurtful word you hurl.
I will forgive & yet be very affectionate,
I am sure, from your mind, "The soul, I will unfurl".

What I love most is your girlish innocence,
So to me, "Just, Just, Just, Be my girl."

Her smile was her curtain

Behind her smile was a bit of her innocence.

Behind her smile was a bit of a naughtiness.

Behind her smile she was hiding her doubts & fears.

Behind her smile she could hide her feelings.

Behind her smile she kept her love.

Behind her smile was her emotional chaos.

Her smile was in fact a language in itself.

Her lighted face could even say, "Happy Deepawali"

Her smile was sometimes a 'Morse code' you tried hard to
decode.

Her each smile was worth capturing and treasuring forever.

Her smile was so beautiful, you got absorbed.

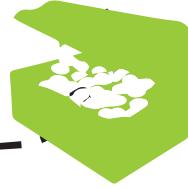
Her smile so infectious, your sadness got robbed.

Yet the smile was not the screen you saw.

The smile was just the curtain and the real film.... behind it.



The Treasure Hunt



Answer

The answers to all the questions and the treasure you were hunting for, is

“Story”

No one can connect better with you than us.
The first thing we do is to put ourselves in your story.

So come let's talk &
co-create your story.

10

BRAND STORYTELLING



**“To hell with facts!
We need stories!”**

- Ken Kesey



The “Global Niche” Story



I have always believed that we are all world class in some area (which I call as deepest passion) and Anastasia calls it our Global Niche. In any case, the bigger the market we decide to target, the more focused we need to be in terms of target segment (or niche). Fundamentally I liked the idea of discovering our global niche, though I was already in the area of global personal branding for nearly two years. I had been running an interesting interview series on my Blog, “Vasudhaiv Kutumkam” or The World is one family. In the series I interviewed wide range of people who were contributing to globalisation in real sense of the term-development of global mindset, cross cultural exposure (and respect for other cultures) and making an honest attempt to become a Global citizen.

Nobody is foreign in the Global Village

Long back I had come to know about CNN's policy of not using the 'foreign' word on its international channels. In fact Ted Turner, the founder of CNN sent a memo to his staff that anyone using the word "foreign" would face a \$100 fine. His preferred substitute is "international." Ted Turner (also called the World Citizen) significantly changed the world with CNN and truly created the global village through the TV news.

Global Niche-Next step towards the Global Village

When I came to know about Global Niche, it sounded as the perfect next step in the journey. People who discover their global niche are also encouraged to develop a global mindset, becoming role models for the others.

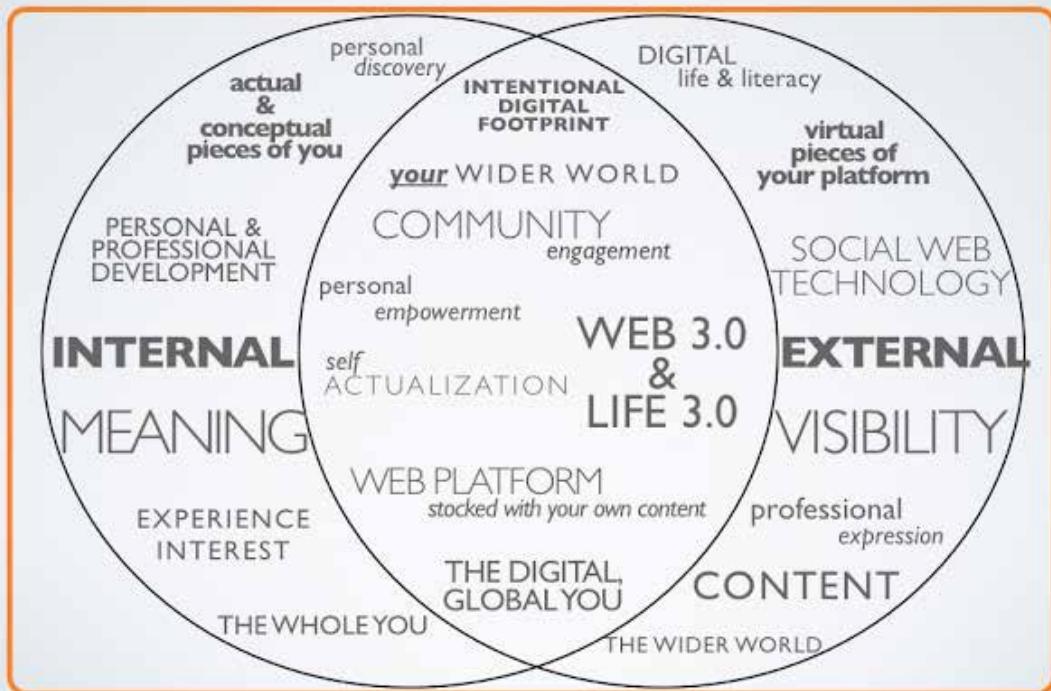
I began to research about Global Niche and then later decided to write a story by stitching the patches of information I had discovered about Global Niche and its Co-Founders Anastasia and Tara. (In fact, I wrote a story about Anastasia Ashman as stories of people are more exciting and full of life than stories of products and organisations)

What exactly is Global Niche?

The first thing which caught my attention was the use of the term ‘creative entrepreneurs’ Since social media game is all about great content, the winners are definitely creators (and curators) of great content. Creative people generally get so absorbed and emotionally involved in their passion and work, that they forget to market and brand themselves. That is why many creative people live a life of a pauper. Many of them (highly creative) are often uninterested in selling themselves and suffer financially because of this nature. (Read more about ‘[Why Personal Branding is a Must for Creative Professionals?](#)’)

Global Niche is a complete support system, which not only gives you knowledge & skills, but also gives you a peer group to co-learn and collaborate. Anastasia and Tara make an honest attempt to guide you to build an online presence using a holistic approach and aligning it with your vision and goals. As you can see in the diagram below, external visibility is combined with internal meaning to help you develop the ‘Digital Global You’.

GlobalNiche.net's
holistic approach to building an online presence
ALIGNED WITH YOUR VISION & GOALS



As a result you can live Life 3.0 with the help of Web 3.0. As the co-founders point out, “We show you how to connect to who and what you love using small steps, the social web, and a worldwide empowerment network. Our on-demand multimedia program (SUM-it UP, delivered at Udemy) includes downloadable digital lectures, guides and video coaching, which we supplement with live web video workshops (delivered at Linqto), study groups (delivered at G+) and a private work group (delivered at Facebook).

Our diverse community of designers, academics, executives, authors and entrepreneurs are all interested in achieving their goals wherever they are.”

In simple words, GlobalNiche helps you become truly independent using your power of self agency. You use what you have to get where you want to go.

About the Co-Founders



With 14 years living and working abroad, (a major portion in media & entertainment industry) co-founder & CEO Anastasia Ashman (left, in the picture) is a visionary role model for the unlimited global life we can all lead. She coined the term 'global niche' in 2009 to define the place where you uniquely belong and operate to your true potential irrespective of the external limitations.

Fellow expat founder & COO Tara Agacayak (right, in the picture) combines her background in psychology & information technology with skills in ecommerce, global community building, content marketing, micro-entrepreneurship. At Global Niche, she applies data mining/database design to psychological principles of identity, self-concept, behavior and motivation to understand our true self from our content and data.

Anastasia and Tara have spent more than two decades figuring out how to make our personal and professional lives work in situations that do not support who we are. As they point out, “What inspired us to start GlobalNiche was our years spent at odds with our surroundings living abroad; we were the outsider, the unseen, the invisible and the forgotten. We knew we were capable of success despite these circumstances and expatriatism taught us to transform our perception of our circumstances to create an advantage.”

More interviews with Anastasia and Tara <http://pinterest.com/globalniche/globalniche-net-press/> and <http://www.yesilist.com/what-is-your-globalniche--cms>

Are you sitting on a mountain of content and zapped about what to do?

Many creative professionals have created a mountain of content and are unaware how to sell and market it. As many of us are beginning to realise that we are living in the golden age for content creators with the phenomenal growth of social media and personal/online branding. Don't let the gold stay buried, it's time to monetize.

What is a web platform? GlobalNiche answers.

Global Niche Programs

In an email exchange with Anastasia, she informed me about the Sum It Up program to discover our global niche. As she says, “Ultimately, this is for people who need more opportunities in their lives and are interested in tapping into them with the help of the social web. At GlobalNiche we know everyone needs to get serious about the time they spend online and make it pay off. These are future work skills, today. They're actually future life skills, too. SUM-it UP is a *deep* social media course for all levels to solve what boils down to professional obscurity (and its lack of opportunity) and solve it through digital literacy, which in the GlobalNiche world amounts to a holistic online presence built with intention.”

The reviews of the program have been fascinating (For more details refer [testimonials page](#) and our [Facebook album](#).) Besides Sum It Up, there is also a “10 Tools for your Global Niche web platform” program for beginners.

What is a web platform? GlobalNiche answers.

Global Niche Programs

In an email exchange with Anastasia, she informed me about the Sum It Up program to discover our global niche. As she says, “Ultimately, this is for people who need more opportunities in their lives and are interested in tapping into them with the help of the social web. At GlobalNiche we know everyone needs to get serious about the time they spend online and make it pay off. These are future work skills, today. They're actually future life skills, too. SUM-it UP is a *deep* social media course for all levels to solve what boils down to professional obscurity (and its lack of opportunity) and solve it through digital literacy, which in the GlobalNiche world amounts to a holistic online presence built with intention.”

The reviews of the program have been fascinating (For more details refer [testimonials page](#) and our [Facebook album](#).) Besides Sum It Up, there is also a “10 Tools for your Global Niche web platform” program for beginners.

Wisdom seekers are getting together

Many of us are seeking deeper meaning to our lives and are seeking wisdom to find the life purpose. Such wisdom seekers are coming together on platforms like Global Niche and Wisdom 2.0. I have found Global Niche to be a great place for connecting with like-minded people (need I say across the globe again. Oh God I said it)

I could never have thought that we have an annual international conference on wisdom also (so lacking in our world). During one of our interactions, Anastasia told me that she was leaving to attend Wisdom 2.0 Summit (an event that brings together thousands of people to ask and answer this question: How can we live with greater presence, meaning, and mindfulness in the technology age?). The events are live-streamed here: <http://wisdom2summit.com>. I have always been a wisdom seeker and it is a blessing to have wonderful companions in the journey.

WOW features of Global Niche

Monthly video chats-

Through Global Niche's live monthly video chats, you can keep your finger on the pulse of where your world is headed. There was an interesting chat recently with culturally curious writing coach **Kristin Bair O'Keeffe** about how to stay on top of your personal and professional pursuits no matter where you are. Such interactions help you realize, what exactly you want to be known for, the missing piece in most people's online efforts.

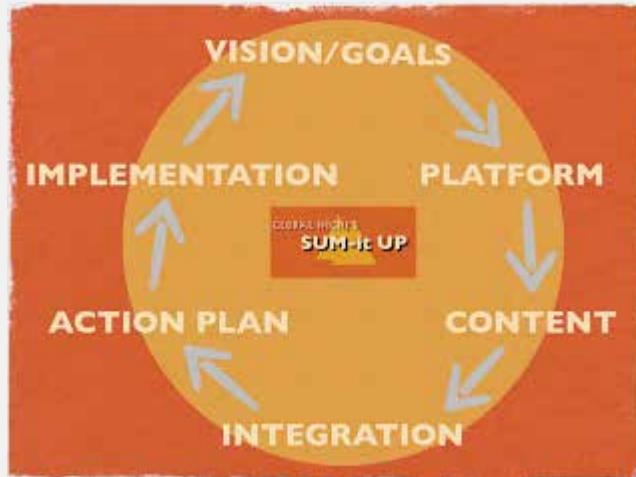
Play from the home pitch-

In cricket, we talk of the advantage of the home pitch. Global Niche helps you realize, how to operate from home/home based office or home country and interact with the globe. So you get the best, by being based in the home pitch, which is customized to both your strengths -- and your disadvantages. Here is a free (pay-with-a-tweet or facebook share) 45 minute video tutorial by Tara about the tools you can use to build your online presence. perfect for beginners and intermediates

<http://www.globalniche.net/10-tools/>

Practical Approach

Here is a diagram, which explains the basic approach used in the programs:-



Esp useful for women and geographically/culturally-disadvantaged people

Global Niche's programs are especially useful for women and geographically/culturally-disadvantaged people as co-founders help the participants with their interesting backgrounds and knowledge of culture, media, psychology and info tech. As the co-founders Anastasia and Tara point out, "We have international survival skills for fundamental challenges like language, culture, legal issues, geography, timezones and tap core strengths, envision/create worlds different than our surroundings, embrace networked reality to erase personal/pro limits.

An Unexpected Twist

So you think, you are only a dreamer and not the doer type? I posted recently on **Facebook**,

"Yes i have been too much of a dreamer,
But then, you've been too much of a doer.
I am learning to do,
And you must learn to dream.
Together we can write a touching story"

Take the help of doers like Anastasia and Tara. Do not assume your story is over. Just remember there is an unexpected twist, in many a story. So are you ready to “Empower the Global You”?

Here are some useful links, for those who are thirsty for more:-

Sum it up (customize your life in worldwide community 10 Tools for your Global Niche web platform)

About page: <http://www.globalniche.net/about/>

Program introduction video

<http://www.youtube.com/watch?v=1nwKEGwVXkA>

EPILOGUE-

AND THE JOURNEY CONTINUES

As Michael says, storytelling is like an ocean and anyone who believes he/she has mastered the ocean is only making a fool of oneself.

The journey continues and the learning continues. If the book is able to inspire even one person to become a storyteller, the purpose of the book will be achieved.

Do share your feedback and the ways in which the book touched you, or let me know if it failed to make an impact. Suggest, criticize or appreciate at amit@dramitnagpal.com



BRAND STORYTELLING FAQs

We have already covered Inspirational storytelling in the prologue in detail. Here we cover frequently asked questions related to brand storytelling.

Great storytelling is like sculpting. To create great statues you have to cut the flab, sharpen the crucial points and work on refining the nuances till it becomes a masterpiece worth worshipping.

How do stories help in brand building?

Brands are built by consistent communication of the attributes in an interesting way. Storytelling meets all these conditions and **Stories stay in our mind** or memory. Branding is also about staying on top of the mind and becoming memorable for the right qualities.

Can storytelling (of my company and products) help me get customers?

Yes storytelling can surely help us **attract more customers** and sometimes the customers may buy after a long time. They liked the story, wanted to buy the product but did not have money or need at that point of time.

What are the key benefits of storytelling over other branding techniques?

Storytelling is a powerful integrator. It integrates:-

- Personal with business brand
- Online with offline brand
- Social media with mass media
- Self interest with others interest
- Education with entertainment (Edutainment)
- Emotions with logic
- Electronic, print and other mass media (Transmedia storytelling)
- Young generation with the old (Transgenerational)

And most important of all, stories humanize our mechanical world.

I can't write stories. So what do I do?

You have two options, one is to take coaching to learn and practice to refine the skill. The easier option is to take the help of a ghost writer (or rather storyteller) who can give shape to your thoughts and ideas.

What is the ideal length of a story?

There is no ideal length as such but the matter must be interesting enough. Stories can be told in a single line and anecdote or can take the shape of a autobiography or even a series.

I am an entrepreneur interested in a combination of personal branding plus business branding. Will storytelling be useful?

Yes, storytelling is immensely powerful in integrating personal and business brand. People love to read the stories of people and the stories of organisations and products can be weaved into the story of the entrepreneur or the team behind it.

I am a CXO aspiring to become a CEO. How will storytelling help me?

You can share your successes, inspire people and weave your perspectives into the story itself. You can even use storytelling in your formal and informal presentations to the board.

I am a CEO and believe in leadership by example. How can I benefit by storytelling?

You have to be a role model and your anecdotes and stories must demonstrate that by being inspiring, and by sharing your vision and superordinate goals of the organisation. You can share your successes, failures and the lessons thereof, and weave your perspectives into the story itself.

Storytelling is about connecting with people and helping people to see, what you see and as a CEO that is exactly what you want to do.

Supportive evidence

Read sample stories

Follow best storytellers of the world

STORYTELLING ON SOCIAL MEDIA CHANNELS

Here is a list of major social media channels and story formats which are suitable for them. Their nature of appeal (formal or informal) is also mentioned, which is a crucial element to be kept in mind at the time of story creation as well as posting.

S. No	Social Media Platform	Suitable Story Format	Appeal
1	Facebook	Text, Visual	Informal
2	LinkedIn	Text, Visual	Formal
3	Twitter	Text, Visual	Formal
4	Blog	Text	Formal
5	Pinterest	Visual	Formal/Informal
6	Youtube	Video	Formal/Informal
7	Google Plus	Text, Visual	Formal
8	Website	Website	Formal/Informal
9	Slideshare/Authorstream	Text, Visual	Formal

To see examples of how storytelling varies across social media platforms, see the presentation, [“Why Storytelling Rocks”](#)



We see a story everywhere
And all that we see is
JUST STORY

Our Services

- Storytelling Packages
- Social Media Branding
- Case Study Storytelling
- Video Storytelling
- Marketing Collaterals
- About Me/ About Us website story
- LinkedIn profile/Company page story
- Blog (text) stories
- PPT / Visual Storytelling
- Quotable Quotes
- E-Books (with a story touch)
- Infographic Storytelling
- Individual Services



Content. Training. Coaching@Digital Storytelling.

mobile

email

url

+91 98 10 337995 | amit@alservices.in | www.alservices.in



Dr Amit Nagpal, MBA, PhD
Inspirational Storytelling of People & Brand Storytelling of Organisations

Dr Amit Nagpal is one of the pioneers of digital storytelling in India. He is a Social Media Influencer, Author, Speaker/Trainer and Coach. His special interest and expertise lies in inspirational storytelling of people, brand storytelling of organisations, anecdotes and visual storytelling, esp on social and online media.

An MBA, PhD, he has also done Advanced Program in Digital Marketing from NIIT-Gutsgo and has more than 15 years of work experience in academics & consulting, and corporates in varied industries including publishing, media and digital marketing/personal branding.

His blog, "[Enlarge Excel Evolve-Let's Co-create an Inspiring Success Story](#)" is internationally popular. His branding clientele includes entrepreneurs, marketing professionals, leadership / life coaches, doctors and other professionals in India, Spain, Sweden, and South Africa.

He is a much sought after [mentor/speaker](#) in B-schools, other professional institutions and associations. His name also features among 100 Most Influential Indians online. He has also featured in several [TV, newspaper and online interviews](#). He has been talked about on [empowerradio](#) and mentioned in [best of the best resources on LinkedIn](#).

His book "[The 7 Joys of Life](#)" focuses on how discovering our deepest passion helps us in living joyfully. He is based in New Delhi, India. To know more go to <http://www.dramitnagpal.com>

He is listed in various [global directories of personal branding experts](#). He blogs on LinkedIn as [Influencer-Marketing area](#) and tweets at [@DrAmitInspires](#).

You are welcome to write to him at amit@dramitnagpal.com.

To Follow/Connect on Social Media visit [OneBio.Me](#)

ESSENTIAL READINGS

Does Your LinkedIn Profile tell a Captivating Story?

One of the most boring tasks in the world is to read the LinkedIn profiles of your connections. They are full of jargon and overloaded with information, lengthy recommendations & everything else that can bore you to death. Even the summary of many a profile has the potential to give you a headache. ([Read More](#))

Top 15 Posts on Professional Storytelling

In honor of the “World Storytelling Day”, I have compiled the top 10 posts (both stories and posts on storytelling) that have influenced me and my Top 5 (most popular) posts on professional storytelling. ([Read More](#))

From CXO to CEO, just by telling stories

Presentation on Slideshare

She Found Her Gift And Gave it Away

Presentation on Slideshare

3 Life Lessons that Led To Social Media Success

Mark Schaefer gave me this advice on blogging: “Disclosing your own heart and your own story is hard but makes for the best blog posts.” I have decided to accept his challenge and tell my story today. It is not easy to tell a story of challenges and failures, but it has made me who I am today and led to what I consider the three components of social media success:

Mindful Content + Passionate Engagement + Heartfelt Collaboration

([Read More](#))

Stories written for clients and collaborators

"Bottom line is not enough.

We believe in the Triple Bottom Line"

At a time, when Indian corporate world is known more for greed than anything else, there are rare entrepreneurs setting new benchmarks in sustainability in Indian business. At a time when the very concept of Triple Bottom Line (abbreviated as TBL or 3BL) was not known to most of corporate India, came a pioneer who incorporated TBL and sustainability into his business decisions. (The three Ps are people, planet and profits and are referred to as the "three pillars of sustainability"). The man is none other than the Founder of the very well known real estate company 'Earth Infrastructure', Avdhesh Goel. ([Read More](#))

Dr Nupur Gupta-The H2H Doctor at Well Woman Clinic

Syringes and tablets were her toys and a genuine heart to heart smile was a divine gift to her. After all, Dr Nupur Gupta wanted to be a doctor, right from her childhood days.

Her father being a doctor, she knew of the respect and recognition the profession commanded. She began her medical studies in 1990 at Jaipur and finished her post graduation in the year 2000. A decade of in-depth medical studies had laid the foundation for an illustrious career ahead.

([Read More](#))

“You are in a relationship all the time”

-A Story of Relationship Coach Saloni Singh

Why I took a U turn in my life?

How it all started was that I realised in the very first year of my Medicine degree, that I was more curious to understand human mind, emotions and psychology rather than medicine and surgery. I spent more time reading leadership and psychology authors like Stephen Covey, John Gray and so on. I was known as the problem solver and optimist among my friends.

This was 1993. ([Read More](#))

QSix and Manish Aggarwal-A Story of Global Success

The Back Story

Manish began with this poem and says, “The above poem says it all. It began as my journey and turned into our journey, with my partners and associates, of prosperity and celebration together.”

Manish had a love for numbers and business since childhood which got amplified during school. Choosing commerce at college therefore became the natural option.

After finishing his B. Com from the reputed Hansraj College, New Delhi, he enrolled in CA. Keeping his track record in mind, it comes as no surprise that he cleared all the papers in a single attempt.

([Read More](#))

Life in Colors

- Bringing both life and colors to your walls and floors

“If architecture is the prose, then interior decoration is surely the poetry. Do your home's interiors tell a touching poem?”

[\(Read More\)](#)

Vijay Nallawala-My Story

WRITERS ARE WIRED DIFFERENTLY - AM NO DIFFERENT IN THAT RESPECT!
Began assisting my Uncle in our SME in Vasai in the 1980's: (1982-1989).

A raw behind the ears 19 year old learnt the importance of hard work, discipline, people skills and negotiation. [\(Read More\)](#)

Preeti Shares Her Story

As a Transformational Coach & a Holistic Leadership Trainer, I assist individuals and organisations write inspiring success stories through energy management & performance enhancement (under pressure) and various tools of reprogramming the mind for the reunion with body, heart and spirit. I am determined to support my clients become inwardly fulfilled and outwardly successful! [\(Read More\)](#)

**The mind is a
boring-facts seller.
The heart
"A playful storyteller".**

- Dr Amit Nagpal

www.alservices.in

www.dramitnagpal.com

www.enlargeexcelevolve.com

Design by : NU