

## THE STORYTELLER

Discover how leaders connect,  
attract and inspire through storytelling

Dr. Camilo Cruz

# DR. CAMILO CRUZ

AUTOR DEL BESTSELLER LA VACA  
CON MÁS DE 2 MILLONES DE COPIAS VENDIDAS

# EL CONTADOR



# DE

# HISTORIAS

DESCUBRE CÓMO LOS LÍDERES  
CONECTAN, ATRAEN E INSPIRAN  
A TRAVÉS DEL STORYTELLING

TALLER DEL ÉXITO

“An amazing book. I know few writers capable of giving a gift like this. I invite you to read, enjoy and take advantage of this valuable treasure.”

—Carlos Cuauhtémoc, author and lecturer.

Camilo Cruz is a powerful, persuasive, emotional and authentic communicator. I am convinced that, as a thinker, author and storyteller, Camilo will take anyone who reads or listens to their stories to the next level.

—Brian Tracy, author and lecturer.

When I read Camilo’s first book “La Vaca”, I understood that I was in front of a writer with enormous creativity. “Contador de historias” shows me this once again. A beautiful, entertaining and motivating book, qualities inherent in the literary work of Camilo. This is a book stripped of banal academicisms. Their stories, by themselves, are enough to educate, motivate and make us to start thinking. I am sure that this work will set guidelines in the Spanish-speaking motivational literature.

—Ismael Cala, writer, journalist, and television presenter.

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## THE STORYTELLER

*Discover how leaders connect,  
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In the business world, the practice of storytelling has gained enormous relevance. The storytelling has allows clients and teams workers to generate greater empathy and emotional connection between both. However, storytelling is much more than a marketing tool; is the emotional connection with whoever listens to us through a story.

If we are sharing a business opportunity with a new prospect, orienting a team or advising a child, our goal is not just to inform. When we communicate any type of information such as proposal, plan, advice, project or teaching, our intention is to motivate others to act; We want to teach, influence and persuade.

Although the information communicates, it is the stories that persuade. The most outstanding entrepreneurs, leaders, advisors, teachers, salespeople, speakers and coaches are those who have given themselves to the task of learning how to tell stories. This is precisely what Dr. Cruz does in this wonderful work.

Each chapter contains concrete examples of how a story helps us to communicate our ideas in a more impactful way, generating in those who listen to us an emotional bond, that all the data and figures together would never achieve. Discover how to create and tell your own stories, whether you do it to build businesses or to establish communication bridges with those around you.

### ABOUT THE AUTHOR

For more than three decades, Dr. Camilo Cruz has worked as a writer, university professor, entrepreneur, lecturer, business advisor among others. However, in each of these activities, its main function has always been the same: "Telling Stories".

In this new book, " The Storyteller" Camilo Cruz, author of many bestsellers like "La Vaca", "The Law of Attraction" and 35 more books, shares the stories that have allowed him to take his message to millions of people in over a hundred countries through his books and conferences. His works have been translated into 16 languages, making him one of the most influential figures in Latin America in the areas of personal development, effective communication and leadership.

