

Come fuzzy. *Leave clear.*

Bring your pitch, watch it land.

What it is. You've been living inside this idea for months. The people you're about to tell it to have had thirty seconds. Storymining is a working session with Mike Wittenstein that closes that gap. You bring the thing you're about to say: a pitch, a product story, an initiative, a plan for the board. Mike listens the way your audience will, then hands it back sharper and more likely to win the yes you're after.

Who it's for. Companies with something important to introduce and someone senior who has to say it: a founder courting a client, a division head launching a service, a leadership team taking a plan upstairs. It runs over a call, from anywhere.

How it works. Three parts, usually in one session.

- **Say it.** Before you begin, you decide: present straight through, or have Mike interrupt as he notices things. Either way works. You tell your story straight, with Mike as the person who needs to hear it.
- **Hear it.** Mike listens as several listeners at once: a customer, a board member, a partner, the skeptic in the third row. You learn how they receive your message, and you: what's working, what's off, what to say instead, and why each detail matters. Coaching and practice come with it.
- **Experience it.** You hear what you sound like and see what you look like, maybe with a new story arc. Before the session closes, Mike helps you put words to what you're feeling, so you can call it back whenever you need it.

What's behind the feedback. Mike checks about twenty things at once. Ten of them: structure, logic, wording, brand, feeling, picture congruence, cognitive load, narrative distance, the experience, and the epiphany. 30 years of knowing what to look for is why the read is fast and specific at the same time.

What you leave with. Three things in writing: what to say, why it works, and what to practice. The recording, the transcript with Mike's notes on the phrases that matter, the AI prompts he used, first drafts of your new lines, and a private online space where the work keeps going.

The call after. Once you present for real, a half-hour call to hear how it went, how you felt, and the reactions you got. Saying it out loud with someone who cares listening is what makes it a forever skill.

Since 2002. Storyminers started doing this for individuals with one message to get right, then for small, medium, and large companies with a pitch, a launch, or a plan on the line. Today AI tools support you before, during, and after the session. At Storyminers, AI doesn't write or decide. Humans do.

Book a conversation: storyminers.com/get-in-touch

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