



MIKE
Carlton

Uncorking a Story

Qualitative Lessons Learned By Interviewing A-list Authors

MICHAEL CARLON |
uncorkingastory.com



Uncorking Michael Carlon

Host of *Uncorking a Story*

Qualitative Researcher, started working in the research industry in 1996

Author of 8 Novels



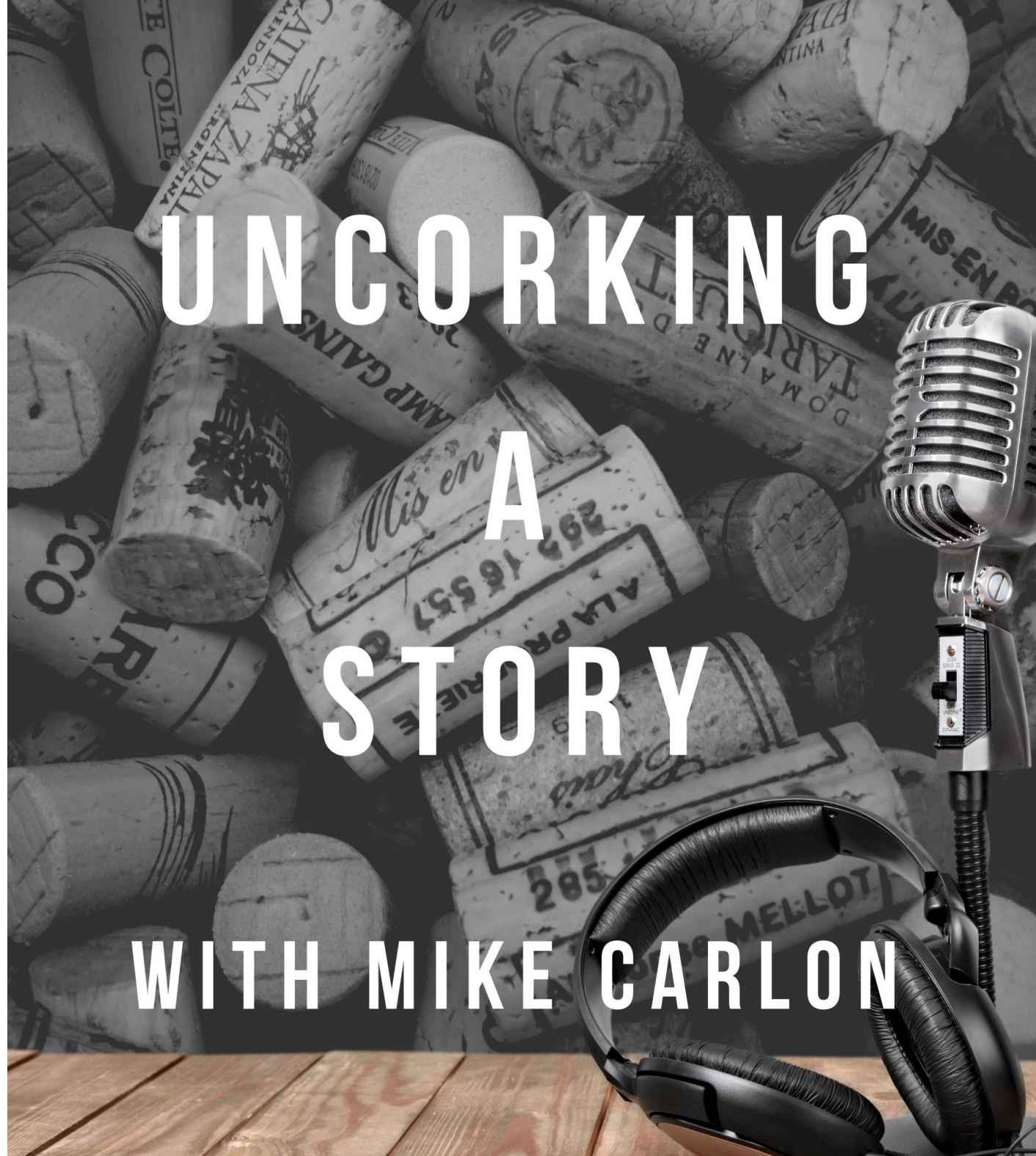
About THE SHOW



125+ Episodes



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UNCORKING

A

STORY

WITH MIKE CARLON



Tess

Physician turned bestselling
author. **Gerritsen**





My researcher instincts kicked in.



Publishing a book
is a lot like
launching a
product.

Authors and marketers have to ask similar questions along the way



Genre & Story

Drafts a Manuscript

Content Editor & Beta Readers

Getting a Book Deal

Cover Design



Identifying
Whitespace
Opportunities

Informs a
Concept &
Prototype

Market
Research

Getting
Senior
Management
Buy-in

Packaging
Design

market researchers & AUTHORS SHARE 5 TRAITS



Curiosity



Empathy



Vulnerability



Encouragement



Storytelling

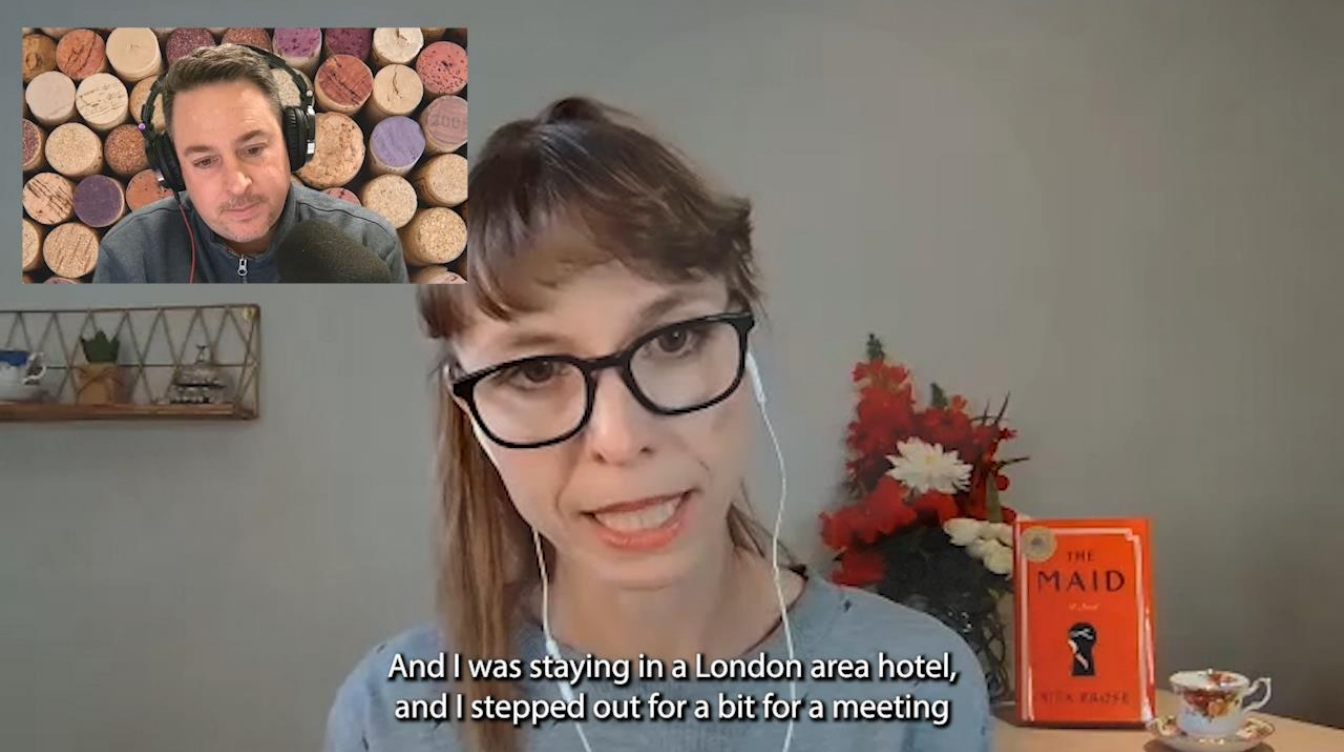
? Curiosity

The Power of “What

Imagine how experiencing an everyday encounter can lead to a bestselling debut novel.



When Inspiration Strikes, with Nita Prose





Curiosity is a must-have trait for researchers.

Some of the most compelling insights I've ever uncovered have been when I diverted from a discussion guide and followed my nose down an interesting path.

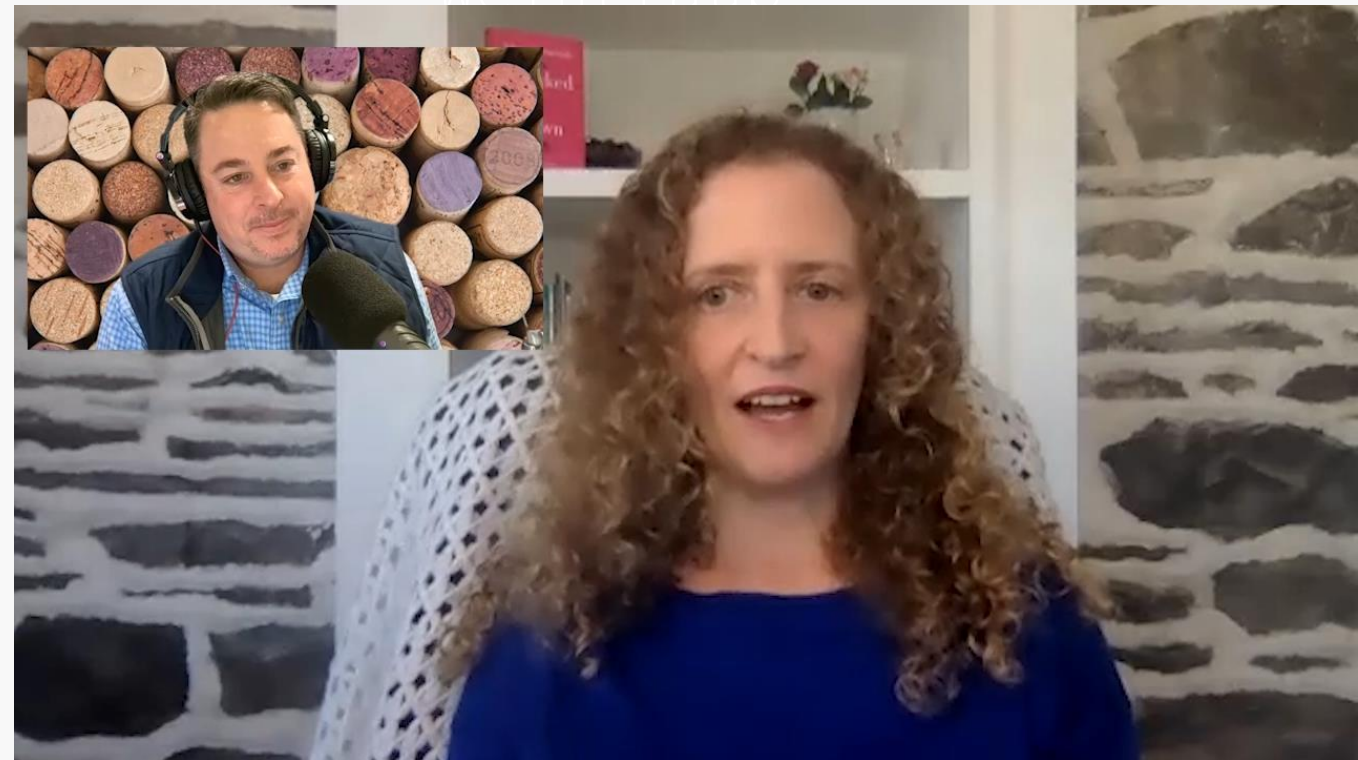


Encouragem ent

A frequent theme amongst authors is having that grade-school teacher or librarian who spotted their talent and **encouraged** them to pursue it.



Life is the
Curveball,
with Aileen



Encouragem ent

We work in an industry where mentors are required, but not often available.





Running is a Kind of
Dreaming,
with J.M. Thompson



Vulnerabilit

y

Running a conversation with a group of strangers on a sensitive topic requires vulnerability. When writing, you must make yourself vulnerable for your story to resonate.

We must also be sensitive to the vulnerability required to have your work evaluated. criticism

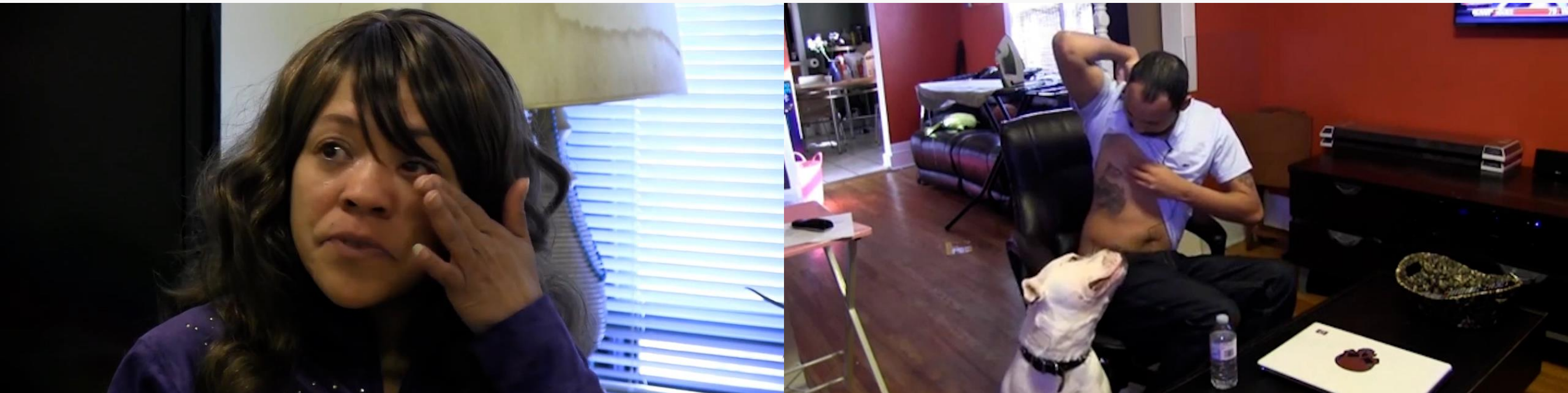
EMPATHY



In order for a reader to care about a character, the author has to develop them in such a way that readers have **empathy** for them.

EMPATHY

The most powerful thing we can do as researchers is **help build a sense of empathy for the people we are creating for.**

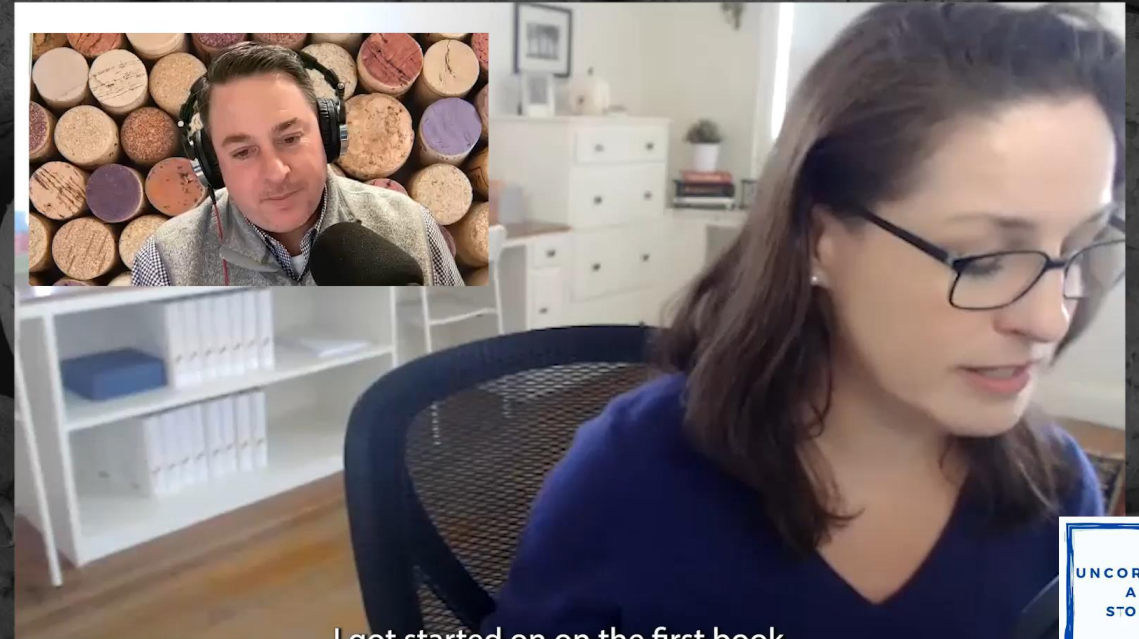


Storytelling

Even a Pulitzer Prize-winning author had to learn how to **tell a compelling story.**



The Unwriter,
with Debby Applegate



I got started on on the first book.



Uncork a Good Story.

Never submit your first
draft to your client.

Learn how to tell a story
to keep your audience
engaged.

Q&A

Michael Carlon

Uncorking A Story

700 Canal Street

Stamford, CT 06903

Michael.Carlon@uncorkingastory.com

203-561-8843





LET ME UNCORK STORIES for you!

I take on select clients for high-touch qualitative market research projects through engaging conversations with dynamic deliverables.



Find the Narrative, Share the Story.



Contact

Me!



Michael Carlon

michael.carlon@uncorkingastory.com



A Home for Storytellers.

The *Uncorking a Story* Podcast features insightful and motivating conversations with storytellers including authors, comics, and songwriters and it all begins with one question:

“Tell me, where does your story begin?”

Tune in on iTunes, YouTube, Spotify or wherever you get your



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