



Circle of Storytellers Content Drop #1

Welcome Note from Don

I wanted to start sharing what I've been learning about storytelling before the book even has its final cover. I didn't want to wait for launch day—I wanted to build this alongside a group of people who are serious about doing the work now.

You're part of that group, and I'm genuinely grateful you chose to pre-order the book.

Inside this library, you'll find the work itself. The questions I use in conversations with athletes, coaches, and CEOs on the Corporate Competitor Podcast. The frameworks that have reshaped how I think about story. And the moments—over more than thirty years—when a leader said something that made me stop and write it down.

Between now and September 15, 2026, new resources will show up here every month. There's a live countdown on the page so you always know where we are in the process, and everything stays—so anyone who joins later can go back and access what came before.

The one thing I'd ask of you is simple: don't just read this—use it.

The book will give you the framework. The Circle is where you build the muscle.

I'm glad you're here.

Don Yaeger

*13-Time New York Times Best-Selling Author
Hall of Fame Keynote Speaker*

