the preacher, getting story ideas. They are worth seeing. Doug Lipman, Improving Your Storytelling: Beyond the Basics for All Who Tell Stories in Work or Play (Little Rock: August House, 1999). Storytelling - American Library Association. Improving your storytelling: beyond the basics for all who tell stories in work or play. Although this book will be useful for anyone who wants to improve his or her storytelling, it is particularly helpful for professionals in fields where storytelling is an important tool, such as teachers, counselors, and therapists. In this interview, Doug shares some of the secrets of effective storytelling.