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storyteller/writer/teacher

### The right business

■ Storytellers, professional or not, take heart.

"In the near future, those adept at the skills of storytelling will be the individuals most prized by society," says Danish futurist Rolf Jensen.

"The highest-paid person in the first half of the next century will be the storyteller," Jensen says in the May-June issue of The Futurist magazine.

Jensen says that two trends point the way:

■ Automation is giving people more time to listen to stories.

■ Emotions are being commercialized, with people buying products not just for the practical purpose, but for the story connected to it.

A friend sent this to me recently.  
Not sure I appreciate using  
stories this way, though I  
have made a proposal to  
Spoleto to revamp their  
souvenir booklet advertising,  
using stories to tell about  
local business owners.