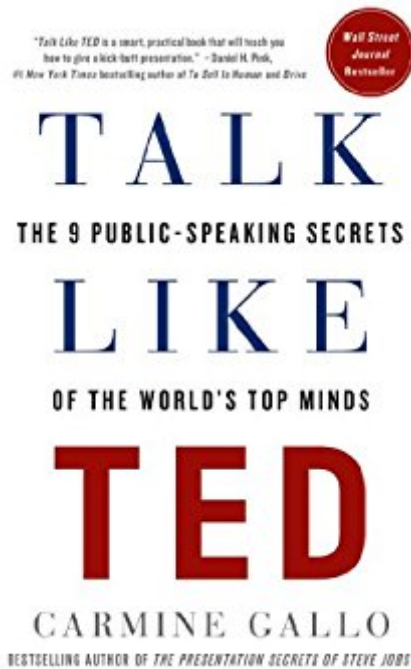


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# Talk Like TED: The 9 Public-Speaking Secrets Of The World's Top Minds



## Synopsis

Ideas are the currency of the twenty-first century. In order to succeed, you need to be able to sell your ideas persuasively. This ability is the single greatest skill that will help you accomplish your dreams. Many people have a fear of public speaking or are insecure about their ability to give a successful presentation. Now public speaking coach and bestselling author Carmine Gallo explores what makes a great presentation by examining the widely acclaimed TED Talks, which have redefined the elements of a successful presentation and become the gold standard for public speaking. TED ? which stands for technology, entertainment, and design ? brings together the world's leading thinkers. These are the presentations that set the world on fire, and the techniques that top TED speakers use will make any presentation more dynamic, fire up any team, and give anyone the confidence to overcome their fear of public speaking. In his book, Carmine Gallo has broken down hundreds of TED talks and interviewed the most popular TED presenters, as well as the top researchers in the fields of psychology, communications, and neuroscience to reveal the nine secrets of all successful TED presentations. Gallo's step-by-step method makes it possible for anyone to deliver a presentation that is engaging, persuasive, and memorable. Carmine Gallo's top 10 Wall Street Journal Bestseller *Talk Like TED* will give anyone who is insecure about their public speaking abilities the tools to communicate the ideas that matter most to them, the skill to win over hearts and minds, and the confidence to deliver the talk of their lives. The opinions expressed by Carmine Gallo in *TALK LIKE TED* are his own. His book is not endorsed, sponsored or authorized by TED Conferences, LLC or its affiliates.

## Book Information

File Size: 2935 KB

Print Length: 289 pages

Publisher: St. Martin's Press (March 4, 2014)

Publication Date: March 4, 2014

Sold by: Macmillan

Language: English

ASIN: B00F1RE1MK

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #14,616 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #4 in Kindle Store > Kindle eBooks > Reference > Words, Language & Grammar > Public Speaking #11 in Kindle Books > Reference > Words, Language & Grammar > Public Speaking #11 in Kindle Store > Kindle eBooks > Business & Money > Skills > Running Meetings & Presentations

## Customer Reviews

Bestselling author ("Presentation Secrets of Steve Jobs," "Innovation Secrets of Steve Jobs," and "The Apple Experience") and communications expert, Carmine Gallo, has switched his focus from the "secrets" of Steve Jobs and Apple to the presentation secrets of TED's (technology, education, and design) exceptional speakers. TED talks which began as a one-time event in 1984 are now viewed daily on TED.com by over 1.5 million people from all over the world. "Talk Like TED" is based on the author's scientific analysis of hundreds of presentations, direct interviews with TED's most popular speakers, and personal insights gleaned from years of coaching inspiring leaders. From this, Gallo has identified the nine secrets common to all who are exceptionally good at presenting their ideas. They are grouped under three major headings - the presenter touches my heart, the presenter teaches me something new, and he/she presents content in ways I'll never forget. Subtopics include: 1. Unleashing the master within 2. Mastering the art of storytelling 3. Having a conversation 4. Teaching something new 5. Delivering jaw-dropping moments 6. Lightening up 7. Sticking to the 18 minute rule 8. Painting a mental picture with multisensory experiences 9. Staying in your lane Each chapter explores the science behind the featured secret, and features a specific technique shared by the most popular Ted speakers. Examples, web sites, and interviews with the speakers are also included. The roles played by passion, authenticity, memorability, novelty, and shock (and more) are thoroughly discussed and are provided in a "how to" format will help anyone seeking to become "Ted-like" - a speaker with perceived confidence and authority.

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How to Design TED Worthy Presentation Slides: Presentation Design Principles from the Best TED Talks (How to Give a TED Talk Book 2)  
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