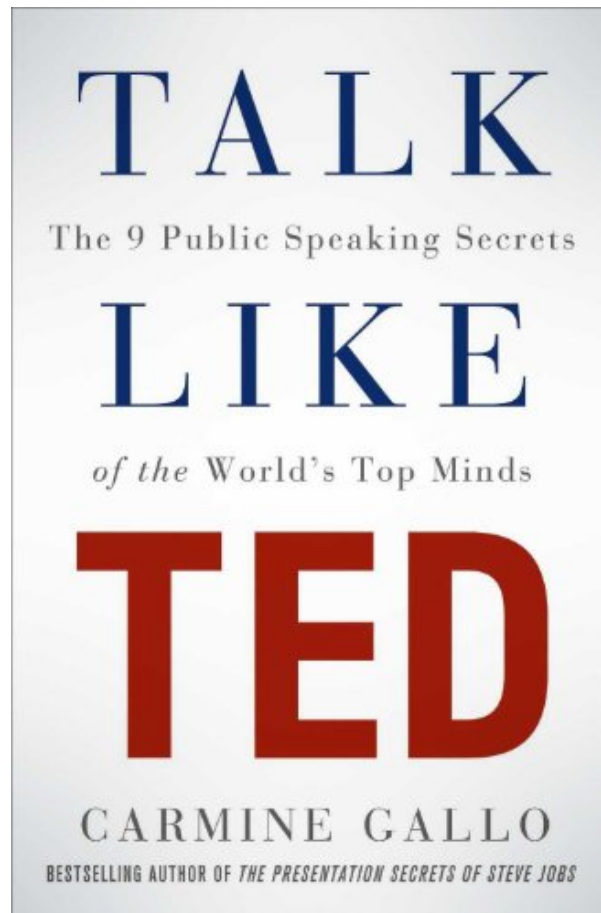


TALK LIKE TED BY CARMINE GALLO



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The 9 Public Speaking Secrets

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CARMINE GALLO

BESTSELLING AUTHOR OF *THE PRESENTATION SECRETS OF STEVE JOBS*

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From Booklist

TED Talks have earned an enviable reputation for public speaking that likely only increases the jitters for most people called on to make presentations. But after analyzing 500 presentations, Gallo, author of *The Presentation Secrets of Steve Jobs* (2009), identifies the common elements that make TED Talks so successful. He offers nine secrets, including mastering the art of storytelling, being passionate about the subject matter, speaking conversationally, using humor, delivering “jaw-dropping moments,” and keeping presentations to 18 minutes. Gallo divides the lessons into three parts, focusing on the emotional, novel, and memorable. Drawing on research by psychologists and communication experts, Gallo provides detailed analysis of TED Talks. The book is most fascinating, however, when Gallo recalls interviews with some of the most successful TED speakers, offering recollections of their processes in preparing for the talk. Gallo’s references to particular TED speakers are sure to send readers to the TED website to check on the talks themselves. This is sound advice and encouragement for those who need to make presentations and an enjoyable resource for fans of TED Talks. --Vanessa Bush

Review

“Lively and appealing... the book draws on current brain science to explain what wins over, and fires up, an audience -- and what doesn't.” ?Fortune

“I found his book compelling and educational, and I'm now ready to shorten and reformat my speeches.” ?INC

“A dynamic work focused on storytelling, filled with examples from TED Talks... The book is sure to be a hit with anyone who wants to be more a successful communicator.” ?Publishers Weekly (Pick of the Week, Starred Review)

About the Author

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TALK LIKE TED BY CARMINE GALLO PDF

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. TED Talks 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.

Public speaking coach and bestselling author 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.

Many people have a fear of public speaking or are insecure about their ability to give a TED-worthy presentation. Carmine Gallo's top 10 Wall Street Journal Bestseller Talk Like TED will give them 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.

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Most helpful customer reviews

384 of 428 people found the following review helpful.

Top 9 secrets, out of 10

By Karen Tiede

It's nice if you get to share a message that will change the world. Sometimes, you simply have to show people how to fill out a form. Sometimes, there just isn't that much room for passion. Sometimes, it can get really old being told One. More. Time. that you have to have "Passion!" in all that you do.

Yawn. Passion gets boring after a while, when you keep having your face rubbed in it.

I was more than a bit disappointed that the one fully-controllable, massively important factor in presentation success was hidden.

Practice.

You don't get on the TED stage without delivering the talk A LOT. At least 100 times, is what I've seen elsewhere. When I look at the TOC, there is no mention of "practice." It turns out that the topic of practice is presented, but under the heading, "have a conversation." Huh? The chapter goes on to talk about practice, but why hide this dirty necessity under a different label?

Practice is NOT conversation. I can follow the train of thought; that one should be able to deliver the material as easily as a conversation flows. But I disagree. Conversations can ramble, go off track, contain sidebars. Good presentations don't.

Most "bad" presentations could be markedly improved with a little bit of practice and feedback. Five times, out of your mouth, out loud, to the cat the first three times if you're shy. Good-enough public speakers know this; newbies think that just looking at the material is enough.

The more important the presentation, the more practice, rather than any other variable, will improve the delivery and reception. It's strange to me that this element of presentation success was not labelled as such.

Maybe it looks too much like hard work?

115 of 126 people found the following review helpful.

Great title, good book

By C. MacPhail

.
I was pleasantly surprised.

This book's catchy title uses TED brand equity just as feeble investment articles mention Warren Buffet in the title. Add "{an odd numeral} Secrets..." to the subtitle...and I was ready for lots of sizzle with very little steak.

But Gallo is not a blowhard. He knows his subject. Leaning the book so heavily on TED talks might seem like grand larceny, but it makes perfect sense. TED's rich and varied examples are a perfect way to learn, and they're at your fingertips, thanks to YouTube.

If you want to be an interesting presenter -- or just a more interesting person -- this is a good start. Even if they are not "Secrets," Gallo's classic and correct points add up to a solid, easily digested book.

Some of the main points, such as "Think outside the box," "Tell stories," "Create jaw-dropping moments," "Add some humor," require craftsmanship and practice. This book does not get you to the finish line. It shows you good examples and points you in the right direction.

- - - Nit Pick - - -

Gallo drifts off into brain science for no good reason. People like funny. People like stories. People like pictures. People remember the unusual. Talk of dopamine, endorphins, and neural pathways adds nothing.

- - - Alternatives - - -

Search "Ted Talk" in Amazon books. There are several other titles like this.

- - - Additional Reading - - -

For help building your word-craft muscles, check out Word Hero by Jay Heinrichs.

~~~ Comments & questions welcome ~~~

76 of 92 people found the following review helpful.

Developing Confidence in Our Ability to Inform and Inspire; Enabling Us to Reach Our Full Potential

By Thomas M. Loarie

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. Specific sub-topics include: what makes your heart sing?; passion why it works; the secrets of an infectious personality; the ideal pace of public speaking; debunking body language myths; three easy fixes for common body language problems; pictures, images, and videos; and, the rule of three.

Gallo notes that we are a much more capable than we can imagine, but we can only reach our potential if we believe in ourselves and in our ability to inform and inspire. He cautions us all to remember that ideas are the currency of the 21st century. "Ideas can change the direction of your life and potentially change the world. Don't let anything stand in your way."

This book provides a great tool kit for anyone who delivers or wants to succeed in presenting, selling products and services, or leading and inspiring people.

See all 315 customer reviews...

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