



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

By Carmine Gallo

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

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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.

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### Editorial Review

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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

CARMINE GALLO, bestselling author of *The Presentation Secrets of Steve Jobs*, is the communications coach for the world's most admired brands. A former anchor and correspondent for CNN and CBS, Gallo is a popular keynote speaker who has worked with executives at Intel, Cisco, Chevron, Hewlett-Packard, Coca-Cola, Pfizer, and many others and writes the *Forbes.com* column "My Communications Coach." He lives in Pleasanton, California, with his wife and two daughters.

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### **Robert Bowser:**

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