



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

By Carmine Gallo



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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.

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.





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Editorial Review

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

"Talk Like TED is a smart, practical book that will teach you how to give a kick-butt presentation. But Gallo goes deeper than mere instruction. This book is ultimately about discovering what moves you and then creating the means of moving others with your vision." ?Daniel H. Pink, #1 New York Times Bestselling Author of To Sell Is Human and Drive

"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 [Gallo's] book compelling and educational, and I'm now ready to shorten and reformat my speeches." ?INC

"His advice goes far beyond the usual 'think positive and show enthusiasm' generalities, focusing instead on specific tweaks and tactics to elevate the caliber of a presentation and explaining the science behind the secret... Gallo's book is crammed with valuable insights as well as practical do's and don'ts. Read it and you, too, can stand and deliver a compelling, convincing and memorable talk, speech or presentation." *?SUCCESS*

"Communications guru Gallo (*The Presentation Secrets of Steve Jobs*) draws on the power of these [TED Talks] to reveal the secrets of effective public speaking... The result is a dynamic work focused on storytelling, filled with examples from TED Talks, including those given by notables like Bill Gates... 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)*

"The premise of this book, that TED talks provide great examples and lessons, is a magnificent insight. Then Carmine's execution of this premise is even better. This book will make you a much better speaker." ?Guy Kawasaki, former chief evangelist of Apple and author of APE: Author, Publisher, Entrepreneur

"Fascinating... This is sound advice and encouragement for those who need to make presentations and an enjoyable resource for fans of TED Talks." *Property 2008*?

"This book offers anyone trying to get better at spoken communications a comprehensive description of the elements that make for greatness. It is deeply researched and draws on some of the best examples of current public speaking." *Management Today*

"Read this book to understand the secrets to delivering presentations that sell yourself and your cause by adopting techniques from some of the most notable speakers on the planet." *?Dan Schawbel, New York Times Bestselling author of Promote Yourself and Me 2.0*

"Inspire, motivate and persuade any audience! That's what Carmine Gallo helped me do and now he can help you, too, in *Talk Like TED*. our success depends on your ability to pitch and present your vision, ideas, and proposals. Learn to deliver like a pro." *?Darren Hardy, publisher and founding editor of SUCCESS magazine*

"In this book, Gallo performs magic: he shows us exactly what makes the world's greatest talks so great. Through story, detail, insight, and passion, Gallo gives us secrets we can apply to our own presentations so that people actually want to hear us talk." *Pan Roam, author of The Back of the Napkin and Show and Tell*

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.

The opinions expressed by Carmine Gallo in TALK LIKE TED and THE STORYTELLER'S SECRET are his own. His books are not endorsed, sponsored or authorized by TED Conferences, LLC or its affiliates.

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