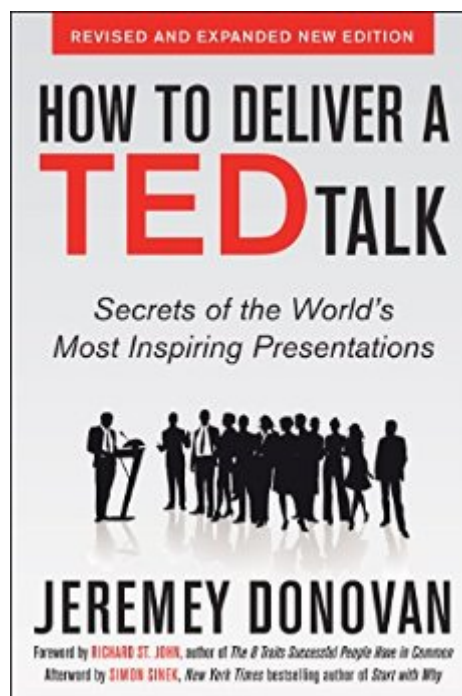


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# How To Deliver A TED Talk: Secrets Of The World's Most Inspiring Presentations, Revised And Expanded New Edition, With A Foreword By Richard St. John And An Afterword By Simon Sinek



## Synopsis

**DELIVER THE PRESENTATION OF YOUR LIFE--AND LAUNCH YOUR CAREER** A nonprofit dedicated to ideas worth spreading, TED challenges the world's most fascinating thinkers and doers to give "the speech of their lives" in 18 minutes or less. The more than 14,000 talks on TED.com have been viewed over 1 billion times and include those by such luminaries as Tony Robbins, Dan Pink, and Sheryl Sandberg. Now you can learn how to give a TED-style talk to achieve your personal and business goals. *How to Deliver a TED Talk* provides more than 100 invaluable tips--everything from opening with an explicit statement of audience benefits to framing your idea as an action-outcome response to a question worth asking. Whether you're presenting to an audience of 1 or 1,000, this book is an indispensable resource for any public speaker. "Not just for TED talks, it's a great book for any presentation you have to make. If you want to deeply engage and impress your audience, this is a quick, informative, and brilliant guide." -- PETER BREGMAN, TEDx talker and author of *18 Minutes* "Jeremy's advice was key to my successful TED talk at TEDMED." -- AMANDA BENNETT, Pulitzer Prize-winning journalist and Executive Editor/Projects and Investigations for Bloomberg News

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## Customer Reviews

I was recently looking for some shorter length books to read on my Kindle and while browsing options on , I stumbled across a series of TED e-books. It may be more accurate to describe them as white papers or articles instead of books, since they are all roughly 50-100 pages in length. Since I am a fan of TED and am interested in improving my own presentation skills, I thought I'd start by reading the book 'How to Deliver a TED Talk' by Jeremey Donovan. I was very impressed with the content and format of this book. Although short in length, it is full of helpful presentation advise. The following is a (partial) list of topics covered:

1. Selecting a Topic: Identify a central idea and work backwards to establish an audience focused narrative that includes stories and facts. Connect with the audience by focusing on people's inner needs for belonging, self-interest, self-actualization or hope.
2. Crafting a 'Catchphrase': Turn the central idea of the presentation into a memorable phrase that is implanted in the audience's mind. An ideal catchphrase should be short (3-10 words) and action oriented. A catchphrase should be repeated several times during the presentation.
3. Opening a Talk: The first ten or twenty seconds of a speech is the peak of the audience's engagement. Capitalize on this engagement by starting your speech with a compelling opening. Personal stories, shocking/startling statements and powerful questions are all effective ways to open a presentation. As a follow-up to the opening of your presentation, deliver a post-opening that informs the audience of the benefits they will gain from the presentation.
- 4.

Are you afraid of public speaking? I was, until I read this book. You see, I'm a writer. I like to write. I like sitting alone at home in a t-shirt and yoga pants with just my characters for company. But writers have to sell books, and I hate the marketing part of it. Don't get me wrong: I adore my readers! But I don't want to be the kind of writer who goes on Twitter and shouts, "Buy my book!" I want the readers who want to read my books to read them because they want to read them. And then there's the whole t-shirt and yoga pants thing when it comes to author visits, vlogging, or making YouTube videos. No one wants to see that. And I'm embarrassed about the way I look, because I'm no Anne Hathaway, and I'm embarrassed by the way my voice sounds. So what do you do in a situation like that? How do you get over your fear of putting yourself out in public? Well, being a writer, the first thing I did was look to books for the answer. I bought Video Nation by Jefferson Graham, which is a book about creating video for the web. That turned out to be pointless, because its answer for everything is to spend hundreds and thousands of dollars on equipment. A friend recommended

Talk Up Your Book by Patricia Fry, and I knew within the first few pages that was the wrong book for me, because it claims that personality sells over 80% of books. Hello, how many bestselling books have you bought from authors you've personally met? Have you met J.K. Rowling? How about James Patterson? Rick Riordan? I didn't think so. And her answer for what you do if you feel self-conscious about your weight is to lose weight. Really? Many anorexics think they're fat. So is that book saying they should lose weight? Kind of bad advice, don't you think?

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