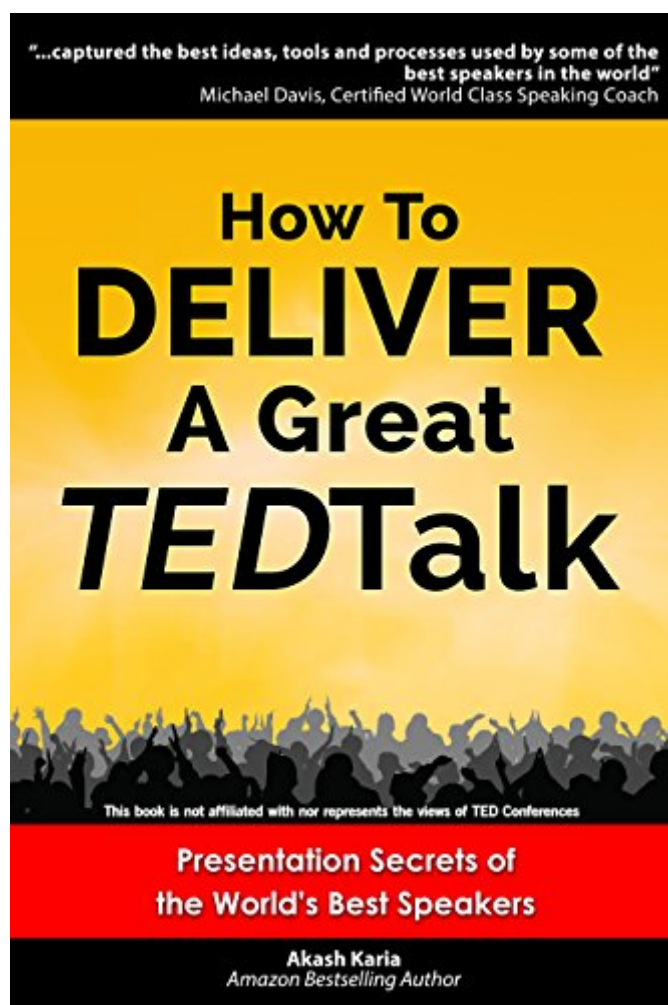


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# How To Deliver A Great TED Talk: Presentation Secrets Of The World's Best Speakers (How To Give A TED Talk Book 1)



## Synopsis

YOUR GUIDE TO CREATING AN OUTSTANDING TED TALK - OR ANY OTHER SPEECH OR PRESENTATION

"How to Deliver a Great TED talk" is a complete public speaking system for delivering highly effective presentations and speeches. If you've watched TED videos before, you've no doubt been inspired and electrified by speeches by figures such as Sir Ken Robinson, Jill Bolte Taylor, Simon Sinek and Dan Pink. What makes these TED talks so inspiring? What is the secret formula for creating a successful TED talk? And how can you use this formula to deliver your own powerful TED talk (or any other presentation or speech, for that matter)?

OVER 100 SUPER SPECIFIC TIPS TO HELP YOU MASTER THE ART OF PUBLIC SPEAKING

If you follow the guidelines and tools in this book, I guarantee that your audience will have no choice but to be wrapped up in your speeches and presentations.

BASED ON EXTENSIVE ANALYSIS OF THE BEST TED TALKS

I studied more than 200 of the most inspiring TED talks, analyzed each one line by line and discovered the common elements that make them successful. This book is the result of my intensive research. In it, you'll discover tools that will help make you twice the speaker you are today in half the time. This book is also based on the work of bestselling authors Chip and Dan Heath. In their groundbreaking book, *Made to Stick*, Chip and Dan Heath revealed six simple principles for creating memorable messages. In this book, I have taken Chip and Dan's work and applied it to creating powerfully persuasive presentations. I use their SUCCESS framework and draw on examples from TED talks to show how the success principles can be applied to public speaking.

More specifically, you will learn how to:

- Craft a repeatable power phrase
- Utilize the ABC-C speech structure for powerful presentations
- Use rhetorical devices to spice up your speech
- Create an attention-grabbing opening
- Build the body of your presentation/speech
- Craft a compelling closing
- Use statistics to grab attention
- Create a wow-moment
- Bring your characters to life
- Use analogies, metaphors and similes
- Turn your stories into mental movies
- Build your credibility with the speech introduction
- Add internal credibility to your presentation
- Build an emotional connection with your audience
- Use compelling visuals
- Use PowerPoint the right way
- Body language secrets of confident speakers
- Arouse your audience's curiosity
- Use Sir Ken Robinson and Dan Pink's techniques for adding humor to a speech
- Use rhetorical questions to hook your audience into your presentation
- Use the five C's of storytelling to create spell-binding stories
- Deliver dynamic TED talk (or any other presentation or speech)

Whether you are scheduled to deliver a TED talk, a business presentation or a motivational or inspiring speech, this book will teach you the techniques used by some of the world's most powerful public speakers.

206 PAGE GUIDE JAM-PACKED WITH OVER 100 PROVEN

**TECHNIQUES** Learn the art of public speaking and persuasion by studying the speeches of inspiring speakers such as Anthony Robbins, Sir Ken Robinson, Mike Rowe and Dr. Jill Taylor. **RAVE REVIEWS** "World class speaking tips that you can start using today" Michael Davis, Certified World Class Speaking Coach "Maybe one of the clearest books on presentations I've ever read" Javier, .com Verified Reviewer "Great, practical tips to help you become an outstanding speaker" Cath Daley, Presentation Skills Coach **BECOME TWICE THE SPEAKER IN HALF THE TIME** Shorten your learning curve and learn the public speaking secrets most speakers never discover.

## **Book Information**

File Size: 472 KB

Print Length: 202 pages

Simultaneous Device Usage: Unlimited

Publisher: AkashKaria.com; 5 edition (July 16, 2014)

Publication Date: July 16, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00BRYDKM8

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #24,929 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #8 in Kindle Store > Kindle eBooks > Reference > Words, Language & Grammar > Public Speaking #20 in Kindle Store > Reference > Words, Language & Grammar > Public Speaking #20 in Kindle Store > Kindle eBooks > Business & Money > Skills > Running Meetings & Presentations

## **Customer Reviews**

As a university student who has to give presentations almost once a month, this book helped me a great deal. I implemented the techniques suggested by Akash Karia in almost all of my presentations and found they worked really well with my audience. It was an easy read which allowed me to follow it thoroughly. Other books I've come across bore me enough to put me to sleep before I begin my presentation. This however, shortens and simplifies everything for you. It

genuinely teaches you how to prepare a talk, enjoy doing it and make it successful. A definite recommendation.

Why can some speakers grab the attention of an audience and keep them spellbound throughout their entire presentation, but most fall flat on their faces and are quickly forgotten? Akash Karia answers this, and many more questions in his terrific new book, *How to Deliver the Perfect TED Talk*. Akash has captured the best ideas, tools, and processes used by some of the best speakers and presenters in the world. He has distilled them in to a step-by-step, easy-to-read guide that will help you discover, develop, and deliver presentations which help you stand out from the crowd. Actually, the title is slightly misleading in one sense - these ideas aren't limited to TED Talks. They can be used for any type of presentation, whether a 5-minute talk at a networking event, a 20-minute presentation at a local Rotary or Chamber meeting, or a one-hour keynote speech. Although there are dozens of ideas you can immediately implement into your speech, three that jump out right away are: 1) Creating an Attention-Grabbing Opening - use these ideas to quickly pull the audience into your speech and make them want to hear more 2) Using Statistics to Grab Attention - avoid mistakes most speakers make when they use numbers to bore their audiences 3) Offer the Audience Something New - this chapter alone is worth the price of the book, as Akash challenges you to provide your audience with a new point of view or approach to your subject. Audiences desperately want this today. Whether you are a new speaker learning the art of speaking, or a veteran looking for a new perspective, *How to Deliver the Perfect TED Talk* is a wise investment that can help take your speaking to a higher level. Michael Davis, Speaking CPR Certified World Class Speaking Coach

I do many presentations every week. the format of this book was well organized, and easy to read. Many useful tips that can be applied immediatly to any presenter of all leverls.

I was thinking about writing a book on presentation skills but it looks Like Akash has beaten me too it. I've read a lot of other people's stuff on this topic but gotta say, he's really honed it down to something succinct and readable, and obviously the next step in smart presentation is to work with someone who can coach you in these skills.

I especially appreciate this book (and the other books by Akash Karia) because they make sense to an ordinary person like me who has to do presentations for their job. The language and steps are all

well laid out for someone who does not speak at level of those who do the speech circuit, but for someone who is required to do these presentations at the pleasure of management. They were not part of my original job description so I needed a mentor I could relate to and understand. The information relates to any presenter and can benefit any level of speaker. I am pleased with how much better I am doing at it after following these helpful guidelines.

How to Deliver the Perfect TED Talk is packed with practical ideas for delivering ANY presentation well! I will use it and plan to recommend it to all my students!  
Cathy Bolger, Corporate Trainer  
Presentation Skills Instructor, San Diego

As an accomplished Toastmaster, and instructor and committee member of TEDxYouth@FortWorth, I can say that this book hits all of key points to developing and delivering a dynamic and memorable TED Talk. A TED Talk is not a high school speech, it is not a business presentation, and it is certainly not bland and impersonal. Speaking at a TED event is about building a deep connection with the audience by tying in personal, relatable experiences and stories to a single core message; this book covers how to do that and more, but with nothing wasted on ineffective or irrelevant (for a TED Talk) speech writing. While not a general speech primer, "How to Deliver the Perfect TED Talk . . ." fulfills its purpose, and is a fantastic supplement for any skilled speaker wanting to step-up to TED.

I was impressed with the range and extent of the very practical techniques and strategies that Akash Karia shares in this book. Through his extensive research he is able to provide lots of clear examples of exactly how to use them which makes a real difference if you are unfamiliar with the techniques. Although it is directed at those preparing to give a TED talk it has step by step processes that can be used by anyone who wants to improve their presenting. Whether you are a presentation novice or a seasoned speaker there is something in this book for you.  
Cath Daley  
Presentation Specialist and Public Speaking Coach.

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