



TED:ology - Presentation Secrets from TED Talks

Akash Karia

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An Invaluable Guide to Creating TED-like Presentations that Mesmerize, Persuade and Inspire Your Audience

TED:ology – Presentation Secrets from TED Talks is a short, clear and straightforward guide that reveals the secrets to delivering a mesmerizing TED talk.

Written by four presentation experts, this book systematically dissects the TED talks of four great speakers. By the end of the book, you'll have received new insights into the art of public speaking and discovered the techniques that you can use to inspire, educate and entertain any audience.

Whether you're a CEO, manager, entrepreneur or educator, as long as you've got a message to share, TED:ology will become an indispensable resource in your speaking toolkit.

By the end of the book, you'll be able to:

- Harness the power of storytelling and move your audience emotionally.
- Connect with your audience by appealing to a universal experience or idea.
- Create an experience for your audience (Case Study: Amanda Palmer, The Art of Asking).
- Start with a startle (and avoid “shocks that block”)
- Keep your audience engaged and interested (Case study: Jinsop Lee, Design for All Five Senses).
- Deliver a memorable presentation by repeating a hook line.
- Share the message out of the mess.
- Surprise your audience with twists and turns.
- Deliver a dynamic TED talk or any other speech or presentation (Case study: Anthony Robbins, Why We Do What We Do).
- Build rapport using you-focused speaking.
- Instantly connect with your audience using the energy-matching principle.
- Gesture powerfully and confidently by putting your body behind your gestures.
- Deepen the connection with your audience by verbalizing their thoughts.

- Personalize your talk using callbacks.
- Keep your audience curious using knowledge gaps.
- Have fun on stage.
- Make your statistics come alive (Case study: Hans Rosling, The Best Stats You've Ever Seen).
- Give life and meaning to your data.
- Engage seamlessly with your visuals.
- End your talk powerfully and persuasively.
- Share a message that is remembered and repeated.

Scroll up to buy the book and let's get started...

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