



# **CAPTIVATE: Public Speaking Secrets from TED Talks**

*Akash Karia*

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**NEW UPDATED AND EXPANDED EDITION**

**"This is a great book for anyone who wants to communicate more effectively.** New speakers and veteran speakers alike can benefit from this book."

~ Phil Barth, World Championship of Public Speaking Finalist

**"Whether you've keynoted SXSW or never spoken in public before, this book has something to offer everyone."**

~ Raleigh Pilgrim

## **Uncover the Keys to Delivering a Captivating TED Talk**

Captivate: Public Speaking Secrets from the Best TED Talks is a short, invaluable guide that uncovers the secrets to delivering a captivating TED talk (or any other speech or presentation).

**Full of rich insights** into the art of public speaking, the book breaks down the TED talks of four captivating speakers and provides a roadmap that you can use to deliver a powerful and persuasive presentation.

## **50+ Proven Tools for Captivating Any Audience**

After reading this book, you will be able to:

- Give a captivating TED talk**

Case study: Kelly McGonigal, "How to Make Stress Your Friend".

- Craft an opening that makes your audience lean in to hear more.

- Harness the power of storytelling to move your audience emotionally.**

- Connect with your audience using conversational language.

- Engage, educate and entertain your audience.**

Case study: Sir Ken Robinson, "How Schools Kill Creativity".

- Put statistics into context for your audience.
- Avoid the mistakes most speakers make.**
- Create rapport by referencing common experiences and beliefs.
- Use the “magic word” to keep your audience engaged.**
- Invoke emotions in your audience using Power-Words.
- Mesmerize your audience using the conflict in the story.**

Case study: Jack Andraka, “A Promising Test for Pancreatic Cancer from a Teenager”.

- Create knowledge gaps that keep your audience curious.
- Add organic humor to your talk.**
- Add an element of newness to your talk.
- Deliver a powerful and persuasive presentation.**

Case study: Seth Godin, “How to Get Your Ideas Spread”.

- Go beyond sharing information to sharing emotion.
- Focus externally, not internally.**
- Conclude using the “signal, summarize and sell” formula.
- Inspire your audience to action.**

By the time you’ve finished reading this manifesto, you will have picked up over fifty principles on how to design, develop and deliver engaging presentations and speeches.

Whether you are giving a TED talk or a corporate presentation, you will be able to apply the principles you pick up in this guide to make your next talk a huge success!

## **Rave Reviews from Readers**

**"Learn from the Best!** Akash Karia has a gift for presenting case studies...This would make a great gift for the aspiring speaker in your life."

~ Yvonne H. Ortega

**"...an excellent manual"**

~ Tsokaktsidis Mike

"**Masterfully written**...clear, concise, reader-friendly. A MUST READ book for public speakers and individuals working with the public!"

~ Claudette Laurin

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#### **Woodrow Harker:**

Hey guys, do you would like to finds a new book to study? May be the book with the name CAPTIVATE: Public Speaking Secrets from TED Talks suitable to you? The particular book was written by popular writer in this era. Typically the book untitled CAPTIVATE: Public Speaking Secrets from TED Talks is one of several books that will everyone read now. That book was inspired a number of people in the world. When you read this book you will enter the new age that you ever know previous to. The author explained their thought in the simple way, and so all of people can easily to recognise the core of this e-book. This book will give you a lot of information about this world now. To help you see the represented of the world in this book.

#### **William Devine:**

A lot of people always spent their free time to vacation or even go to the outside with them friends and family or their friend. Were you aware? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. If you wish to try to find a new activity that's look different you can read some sort of book. It is really fun for you. If you enjoy the book that you simply read you can spent the entire day to reading a e-book. The book CAPTIVATE: Public Speaking Secrets from TED Talks it is extremely good to read. There are a lot of folks that recommended this book. They were enjoying reading this book. Should you did not have enough space to bring this book you can buy the particular e-book. You can m0ore very easily to read this book out of your smart phone. The price is not to fund but this book provides high quality.

#### **Paul Simpson:**

In this period globalization it is important to someone to receive information. The information will make professionals understand the condition of the world. The healthiness of the world makes the information better to share. You can find a lot of personal references to get information example: internet, classifieds, book, and soon. You can see that now, a lot of publisher which print many kinds of book. The particular book that recommended for you is CAPTIVATE: Public Speaking Secrets from TED Talks this guide consist a lot of the information from the condition of this world now. This kind of book was represented how can the

world has grown up. The terminology styles that writer value to explain it is easy to understand. Often the writer made some analysis when he makes this book. Honestly, that is why this book appropriate all of you.

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