



# 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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