

FIVE OF THE BEST

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# TED TALKS

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DECONSTRUCTED



# ABOUT THIS BOOK

Public speaking. Is there anything people dread more?

If you find yourself terrified of speaking in a room full of people then the best way to start is to learn from the experts.

TED Talks are considered to be the pinnacle of public speaking. Presentations are invite only and you only get one shot to wow the audience.

This lookbook contains five videos from some of the best TED talks. I'll explain why each speaker is doing a great job so you can borrow some of their techniques in your own presentations.



# SUCCESS WITH STORIES

"This is what happens when you reply to spam email"  
by James Veitch



This presentation might be about the rather dry subject of spam emails but James has the audience captivated by pacing the presentation like a story. If you can do the same you'll have the audience in the palm of your hand.

# VIVID VISUALS

"Inside the mind of a master procrastinator"  
by Tim Urban



Many presenters use their slide deck as a crutch - overloading it with text in case they forget what to say. Tim takes a different approach - his slides serve as an accompaniment to what he is saying so the audience remains engaged at every point.

# PERSONAL EXPERIENCE

"Looks aren't everything. Believe me, I'm a model."  
by Cameron Russell



Human beings are curious by nature. If you can give an insight into what your own life is like, your own perspective then people will pay attention. You don't have to be a model to share personal experiences in your presentation.

# TEACH ME SOMETHING USEFUL

"Your body language may shape who you are"  
by Amy Cuddy



When you're presenting to a room full of people it's an opportunity to teach them something they didn't know. If you start your presentation with the promise that the audience will learn something then you're starting from a winning position.

# ASPIRATION STATION

"How great leaders inspire action"  
by Simon Sinek



Everyone aspires to be better. In this video Simon gives the audience a peek behind the curtain - a chance to learn something about the type of leader they aspire to be. The audience will be on the edge of their seat waiting for this 'secret' information.

# NOW IT'S YOUR TURN

I can turn anyone from public speaking scaredy cat into a stage commander.

"After I worked with Simone The Speaking Coach, I was able to pitch with confidence and gusto. This helped me to win more customers and become the best in the business"

**- Joe Bloggs**

[BOOK YOUR CONSULTATION](#)