



TED talks are captivating, compelling, and hold your attention for up to 18 minutes. They can communicate complex ideas, they inspire new perspectives, and they are ultimately a talk with an idea worth sharing. The format is simple for a TED style talk: one idea, evidence, stories, no reading, and no complex slides. This talk doesn't cover too many things, just one idea if adopted could change a belief, industry, modalities, or even the world. It can be one great basic idea that has a new compelling argument behind it, and can draw a larger conclusion.

Things to consider for your idea worth sharing:

1. Is your idea something new?
 2. Is your idea something surprising?
 3. Does it challenge a known belief?
 4. Is your idea a new perspective on a topic?
 5. Is it interesting to a broad audience?
 6. Does it have a factual/realistic call to action that your audience can execute?
 7. Does it have proof, factual information to support it, and is the information accurate/credible?
 8. Is this something you are passionate about?
 9. Does this idea inspire others?
 10. What is in it for them (the audience)? How will they be impacted from your idea?
- If you can answer all of these questions you have the beginning of a great idea worth sharing. If you have a product, service, book, or program to sell....this IS NOT THE STAGE FOR THAT!

Now that you have all of these questions answered: What is the one thing that you want the audience to walk away with, implement, or change in their lives after hearing you speak?

Write it down in 2-3 sentences- this is your idea worth sharing!

Ask your friends, family, tribe if this idea makes sense, is compelling, and is something they would want to hear more about. Remember that others might not share your worldview, so explain how your idea works and focus on why it matters. When you articulate why your idea matters to the world, they will be more interested in hearing the details of your idea. Everyone has an idea worth spreading, just not everyone can articulate the why behind the idea and inspire others to take action.