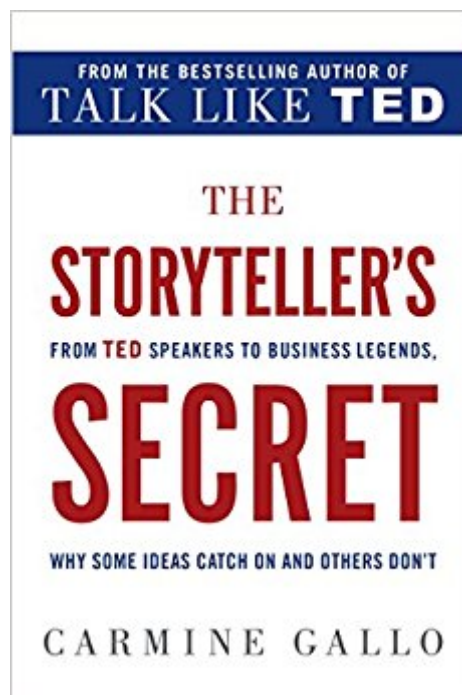




The book was found

The Storyteller's Secret: From TED Speakers To Business Legends, Why Some Ideas Catch On And Others Don't



Synopsis

How did an American immigrant without a college education go from Venice Beach T-Shirt vendor to television's most successful producer? How did a timid pastor's son surmount a paralyzing fear of public speaking to sell out Yankee stadium, twice? How did the city of Tokyo create a PowerPoint stunning enough to win itself the chance to host the Olympics? They told brilliant stories. In his hugely attended Talk Like TED events, bestselling author and communications guru Carmine Gallo found, again and again, that audiences wanted to discover the keys to telling powerful stories, inspiring stories that could galvanize movements and actuate global change. And indeed, whether your goal is to sell, educate, fundraise, or entertain, your story is your most valuable asset. A well-told story hits you like a punch to the gut; it triggers the light bulb moment, the "aha" that illuminates the path to innovation. Your story is a strategic tool with irresistible power, according to the NYT. Radical transformation can occur in an instant, with a single sentence; The Storyteller's Secret lets you craft your most powerful delivery ever. In The Storyteller's Secret, Gallo offers lessons from a range of visionary leaders, each of whom cites storytelling as a crucial ingredient in success. A good story can spark action and passion; it can revolutionize the way people think and spur them to chase their dreams. Isn't it time you shared yours?

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Customer Reviews

Washington Post Bestseller I believe there are seeds of greatness in each and every one of

us. In *The Storyteller's Secret*, Carmine Gallo unlocks the techniques that have made some of the greatest entrepreneurs, speakers, and leaders of our time as great as they are. The chapters are filled with inspiring stories and specific tips that will help you elevate your personal brand, move your business forward and, quite possibly, change the world.

- Lewis Howes, author and podcast host of *The School of Greatness* œI believe your adversities are your advantage. Carmine Gallo shares this philosophy. In *The Storyteller's Secret*, he shows us how overcoming challenges - tension over triumph - is the stuff by which great stories and great successes are made.
- Darren Hardy, Publisher, *Success Magazine* œAfter I lost my legs I got a second chance at life. I learned that the only limits we have are the ones we place on ourselves. I started to ask myself the question, 'If life were a book, and I was the author, how would the story go?' In *The Storyteller's Secret*, Carmine Gallo not only gives you the tactical steps to sharing your ideas, he also digs into the psychology of storytelling to explain why the stories we tell ourselves are the most important and empowering ones of all.
- Amy Purdy, world-class snowboarder, motivational speaker, and television personality œHaving facts on your side isn't enough. You have to do storytelling. In *The Storyteller's Secret*, Carmine Gallo shows you how to frame ideas to make an irresistible, memorable, and emotional connection with your audience. We have very big problems to solve and we have entrepreneurs with great ideas, but knowing the science isn't enough. Stories educate, inform, and ultimately inspire us to change the world.
- Vinod Kholsa, founder of Kholsa Ventures For years I've come to trust Carmine Gallo's sage wisdom on learning to be a better communicator and I've made his book, *Talk Like TED*, required reading for my staff. I'm excited about *The Storyteller's Secret* because in my business communication and leading teams to victory are most certainly related!

“Brigadier General Kenneth E. Todorov, USAF (Ret)

--This text refers to the Hardcover edition.

CARMINE GALLO, bestselling author of *The Presentation Secrets of Steve Jobs*, is the communications coach for the world's most admired brands. A former anchor and correspondent for CNN and CBS, Gallo is a popular keynote speaker who has worked with executives at Intel, Cisco, Chevron, Hewlett-Packard, Coca-Cola, Pfizer, and many others and writes the *Forbes.com* column œMy Communications Coach. He lives in Pleasanton, California, with his wife and two daughters.

Carmine Gallo attempts to explain how good stories are created and inspire through the examples in this text. He makes it clear that most great storytellers are made as a result of struggle or tragedy

in their lives that they turned into victory. The author breaks down the types of stories as follows:-
Storytellers who ignore our inner fire- Storytellers who educate- Storytellers who simplify-
Storytellers who motivate- Storytellers who launch movements There's no doubt parts of this book are inspiring and that this author has proven his point through the stories of some notable people like Howard Schultz (CEO of Starbucks), Joel Osteen (American preacher), Richard Branson (founder of Virgin Group), Amy Purdy (world-class Paralympic snowboarder), Oprah Winfrey (talk show host), Winston Churchill (former Prime Minister of the United Kingdom), etc., etc. For instance, Steve Jobs (co-founder of Apple) used a violation of expectations when he announced in a presentation "We have three products... The first one is a widescreen iPod with touch controls. The second is a revolutionary mobile phone. And the third is a breakthrough Internet communications device." He repeated these three products again and then he violated everyone's expectations by saying that they were not three devices. He said, "This is one device. And we are calling it an iPhone." Although this book is spot on with how certain people inspire, motivate, and exert a powerful influence through a great story, I did not find reading this a page turner because it was repetitive, long-winded, and the "secrets" were pigeon-holed into five different types of stories almost all of which could have fit any type of story. To me every story in the book educated, motivated, and simplified the message into something the audience could understand. The author, in my opinion, failed to heed his own advice of simplifying the story and instead crafted a message at least 50% longer than it should have been. So..... here is my story: I am an avid consumer who has become weary over the inferior consumer products that I wasted my money on and which have ended up in landfills. Therefore, as a hobby I decided to combine my love of writing with my desire to review products in order to empower others in making informed purchase decisions and spend dollars wisely in the hopes that they not lose money like I have. Please note that I received a pre-release book. In its current state, I feel this book is one that should be borrowed from a library. If the story were tightened up by about 50% (which I doubt it will be), then I might consider this worth the purchase.

This is one of the few books that a) I couldn't put down, b) I finished cover to cover, and c) recommended it, purchased it for or loaned it to others. Each chapter makes a different point and that's accomplished in 4-5 pages so it's very easy to pick up and put down. The content is absorbing, enlightening and hopeful. The point is made that people respond far better to compelling stories (especially about people overcoming obstacles) than "data dumps" as in Power Point presentations. Less is more and the story is everything. That's not to say that people don't need to

know the numbers but they're moved to action by stories more than numbers. If you're a speaker or planning to make presentations I highly recommend it; I plan to make presentations in the future and this book made an indelible impression on me.

"In the next 10 years, the ability to tell your story persuasively will be decisive, the single greatest skill in helping you accomplish your dreams." Carmine Gallo reminded me how important passion is in telling my story and that each of us has to figure out what makes our heart sing! He shared this wisdom and much more in *The Story Tellers Secret*. A must-read for all of us that tells stories to persuade, educate or motivate others.

And Carmine Gallo both tells stories, and understands them. In *"The Storyteller's Secrets"* Gallo dives more deeply than ever before into how to harness the power of story, whether to sell a product, inspire a movement, or re-shape a life. The structure of the book keeps the reader engaged, and makes it easy to learn the lessons he has to offer.

Great

I really enjoyed this book. It will keep your attention and gives a lot of useful tips for better storytelling.

Inspirational! I bought three copies and shared mine twice so far!

This book was recommended to me about 2 weeks prior to launching a new startup and has inspired me to completely rewrite our companies story.

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