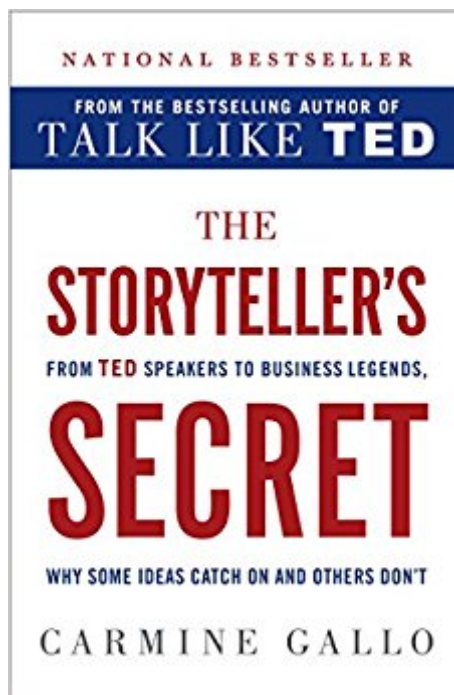


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# The Storyteller's Secret: From TED Speakers To Business Legends, Why Some Ideas Catch On And Others Don't



## Synopsis

How did a Venice Beach T-shirt vendor become television's most successful producer? How did an entrepreneur who started in a garage create the most iconic product launches in business history? How did a timid pastor's son overcome a paralyzing fear of public speaking to captivate sold-out crowds at Yankee Stadium, twice? How did a human rights attorney earn TED's longest standing ovation, and how did a Facebook executive launch a movement to encourage millions of women to "lean in"? They told brilliant stories. In *The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch on and Others Don't*, keynote speaker, bestselling author, and communication expert Carmine Gallo reveals the keys to telling powerful stories that inspire, motivate, educate, build brands, launch movements, and change lives. The *New York Times* has called a well-told story "a strategic tool with irresistible power" - the proof lies in the success stories of 50 icons, leaders, and legends featured in *The Storyteller's Secret*: entrepreneurs like Richard Branson, Sara Blakely, Elon Musk, Steve Jobs, and Sheryl Sandberg; spellbinding speakers like Dr. Martin Luther King, Jr., Bryan Stevenson, and Malala Yousafzai; and business leaders behind famous brands such as Starbucks, Southwest Airlines, Wynn Resorts, Whole Foods, and Pixar. Whether your goal is to educate, fundraise, inspire teams, build an award-winning culture, or to deliver memorable presentations, a story is your most valuable asset and your competitive advantage. In *The Storyteller's Secret*, Gallo explains why the brain is hardwired to love stories - especially rags-to-riches stories - and how the latest science can help you craft a persuasive narrative that wins hearts and minds. "The art of storytelling can be used to drive change," says billionaire entrepreneur Richard Branson. And since the next decade will see the most change our civilization has ever known, your story will radically transform your business, your life, and the lives of those you touch. Ideas that catch on are wrapped in story. Your story can change the world. Isn't it time you shared yours?

## Book Information

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## Customer Reviews

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 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.

Carmine Gallo's *Presentation Secrets of Steve Jobs* is one of the best books ever published on presentation success. In it, Gallo showed how Jobs crafted his messages, presented his ideas, generated excitement, delivered a memorable experience and, by doing so, created evangelists for his ideas. In its distilled essence, *Presentation Secrets* was all about successful storytelling. Now in his newest book, *The Story Teller's Secret*, author Gallo expands his universe of storytellers from one to Jesus, John F. Kennedy, Martin Luther King, Jr, Nelson Mandela, Malala Yousafzai - and forty five others who mastered the art of storytelling,

changed the course of history, inspired movements, and others to better lives. The Storytellers Secret is organized around five types of storytellers – those who ignite our inner fire, those who educate, those who simplify, those who motivate, and those who launch movements. Each chapter is divided into three sections: 1. The storyteller's own story (most shared a common trait – they had faced hardship and storytelling became their voice for teaching others what they learned) 2. The storyteller's toolkit with a complete guide on how the tools work and how the reader can apply them. 3. A summary of the lesson learned, the storyteller's secret. There are several dozen takeaways on being a great storyteller.

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