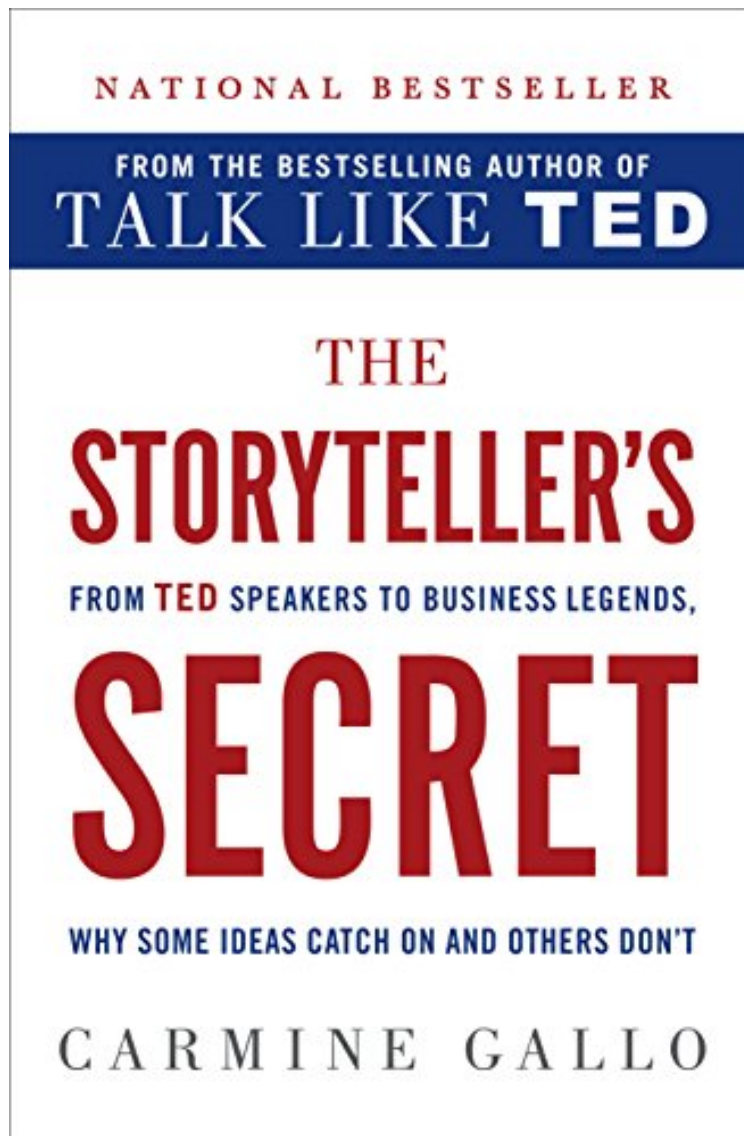


[E-BOOK] The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch On and Others Don't

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

Carmine Gallo

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**Carmin Gallo : The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch On and Others Don't** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch On and Others Don't:

65 of 66 people found the following review helpful. A good story inspires and motivates people to action; many

storytellers are made and not born. By Kathleen San Martino 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. 0 of 0 people found the following review helpful. A must-read for all that tell stories to persuade, educate or motivate others! By Robert Stone "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. 0 of 0 people found the following review helpful. It's All In the Story By Brian Gorman 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.

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?

\*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* "I 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*: "After 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: "Having 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): "About the Author CARMINE GALLO is the two-time Wall Street Journal bestselling author of *Talk Like TED*. He is a communications coach for widely admired brands such as Pfizer, LinkedIn, Intel, and Coca Cola, and a keynote speaker known for teaching the world's most respected business leaders how to deliver dynamic presentations and share inspiring stories. He is a columnist for Forbes.com and Entrepreneur.com. He is the head of GALLO Communications in California, where he resides with his wife.