

THE

From TED Speakers to Business Legends,

STORYTELLER'S

Why Some Ideas Catch On and Others Don't

SECRET

CARMINE GALLO

BESTSELLING AUTHOR OF

TALK LIKE TED

**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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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?

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

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Rachel Blom says

(I received an advanced reading copy of this book in return for an honest review)

I loved Carmine Gallo's book *Talk like TED*, in which he analyzed what made the most successful TED speakers so great. One key element he discovered was that they were great storytellers. *The Storyteller's Secret* is the follow up book, which delves deeper into why stories work and how you can use them to great success.

After the first couple of chapters, I loved the book and I would easily have given four stars. But after a while, the chapters, no matter how short, felt repetitive to me. Some of that was no doubt caused by the author rehashing some of the success stories of his first book and choosing otherwise well known examples of great storytellers, like Steve Jobs and Howard Schultz. But it was also because the author used many, many stories to make his point. No matter how great stories are and how well they work, it turns out there's such a thing as too much of a good thing.

For newbies into public speaking and presentations and those who haven't read *Talk like TED*, this book no doubt contains many eye openers and inspiration. For everyone else, it is a powerful reminder that stories work wonders, even if the evidence here is a little anecdotal at times. I've read books that better explain why stories work from a scientific point of view, but I've not encountered one that was so chock full of examples.

Lynn Derks says

This is the followup book to *TALK LIKE TED*. In *TED*, Gallo delineates what makes a good TED talk good. The main ingredient of a good TED talk? Stories. So, *THE STORYTELLER'S SECRET* provides the ingredients of great stories. Both of these books are a must for those of us who want to inspire an audience with our words.

Atila Iamarino says

Daqueles livros com uma ideia explicada repetidamente com novos detalhes, mas mesmo assim é bom. Achei que fosse ter mais noções de escrita e de como explicar uma história, mas acaba sendo um daqueles livros orientados a negócios contando a história de várias empresas e com mensagens como "se você fizer isso ou aquilo, vai conseguir". Poderia ser resumido em muito menos páginas, foi um daqueles que li acelerado e não perdi muito. Gostei mais do *The Storytelling Animal: How Stories Make Us Human* nessa linha.

Vale pelas histórias das empresas e por mostrar como uma história contada pelo diretor, dono, gerente ou quem for, pode ilustrar muito mais do que um conjunto de regras. Por coincidência, estava ouvindo ele

quando paramos para comprar em uma loja de doces e salgados e um cliente queria trocar um panetone que ganhou. A funcionária explicou que não poderia trocar, por causa de regras e tudo. Assim que o cliente saiu ela contou para outra funcionária como em uma das lojas da rede alguém tinha devolvido um bolo adulterado, que fez mal para quem comeu. O que provavelmente não aconteceu, mas passou a mensagem de forma bem mais clara do que citar as normas sanitárias. E eu estou aqui contando outra história para falar do poder das histórias.

W. Whalin says

Learn Key Details and Insights about the Importance of Storytelling

From listening to Carmine Gallo's previous book, TALK LIKE TED, I know that Gallo is an amazing storyteller. In THE STORYTELLER'S SECRET, Gallo pushes readers to understand that storytelling is a powerful communication tool. The stories and examples in this book as well as the final section of each chapter: the storyteller's secret gives pointed lessons to every listener. The subtitle for this book also reveals one of the key benefits of this book: From TED Speakers To Business Legends, Why Some Ideas Catch On and Others Don't.

While I loved and appreciated the stories in this book, the insights are amazing. For example, each of us should be spending our time and energy on what makes our heart sing or where we have the greatest passion. I found THE STORYTELLER'S SECRET filled with incredible inspiration. I loved this book and heard it cover to cover. I highly recommend it.

Nick says

Lots of great stories in this book, but overall it doesn't really go beyond the basics in telling you how to tell great stories. So you can learn something from the examples, but there's not enough content to justify the time it takes to read it.

Melissa Jill says

I read this book for my business book club and enjoyed it a lot. It reminded me of the power of story and also about how I'm not good at it -- haha! This is definitely a craft I need to work more to develop and I took quite a few notes and got a lot of practical pointers from this read. It did get a little repetitive towards the end, but the fact that it was written in short chapters that are story-centric was helpful.

Jes says

This book is a great book if you're looking at how storytelling works in the marketing, brand management, entrepreneur world. Gallo examines TED talks, youtube videos, speeches, and keynotes that "went viral" and dissects the various storytelling methods (and sometimes uses them himself?). The dissection was useful, but

definitely got to me after a while. I get that it was just reinforcement. In terms of how the book selected examples for dissection, I felt like "going viral" was the unit of measurement and I don't necessarily agree that's a good reason to single out performances that were done well. Kitties go viral all the time, but I don't think they're very good storytellers. That being said, the examples and mapping out of methods was well done.

I intended to take this information and apply it to my writing, but instead I'm reframing how I can use this information to make me better at story time and presenting classes.

Maryanne Gobble says

This book was interesting but I had heard most the stories before so it was a little predictable for me.

Sophia Palermo says

When I first began reading this book, I actually enjoyed it. The author was using other people's stories to describe how to give a good presentation and tell a good story, but after a while, the author was just saying the same thing over and over again. I couldn't find my self enjoying the book anymore. I honestly wish I could have enjoyed it, but it just became dreadful to read.

Mary Louise says

Who knew the power of stories and the effect they have on all aspects of life? All of us should be using this power to motivate and educate.

I enjoyed learning about various people, from all walks of life, who used story as the valuable asset it is to change lives. What a powerful thought it is to think that each person on this planet has a story to tell.

Alia Makki says

Dear self-help book author,

I'm trying to learn. Or maybe I picked the wrong time to try to learn.

I've already spent the time to (try) read your book. Please don't yell at me. Please don't namedrop. Please don't tell me about the strings of famous people who have obeyed your advice. I would've picked another book to know about them. Please just tell me how I could be better at telling stories. That's your job. Which you seem to suck at. After a couple of chapters, I'm barely interested anymore about your friends and followers. That may mean that you suck at your job. Please give me back the minutes I've spent politely trying to listen to you telling me that I'm an idiot for not knowing how to tell stories. I would've bought a Dummies' book for that. Thank you for that lesson. Goodbye.

Josh Hankins says

Good stories, but kind of repetitive. Honestly, I didn't finish it because I felt like I was reading the same thing over and over after the first 100 pages. I think the "secrets" are useful but you can just skim for those and pick and choose which chapters interest you.

Ivan says

I skimmed Talk Like Ted two years ago and had high hopes for the Storytellers, but was underwhelmed.

Pros: Gallo gathers together many relevant tips and hacks to present and storytell better. Some of these tips and hacks are well known and common sense, others are a bit more surprising (I appreciated the anecdote about Building a Cathedral and now know what the Flesch-Kincaid score is).

Cons: A lot of the tips are repetitive. The organization of the stories is not streamlined - the book could be 100 pages shorter. Not all stories resonate equally - I was touched by some stories and found others less believable (Gary Vaynerchuk? Cinnabon?). The book also detours multiple times into encouraging readers to express their feelings (or the "emotional core") to be more impactful storytellers, but not all cultures, even within the U.S., look favorably upon full disclosure. That's a personal preference for every reader, and interestingly enough Adam Grant had an OpEd in the NYT explaining why "be yourself is terrible advice" (<http://nyti.ms/1XscxfA>) the same weekend I read this book. Gallo also does not at all acknowledge that stories can be used towards very negative and sinister ends (e.g. tyranny and demagoguery). I would give a third star if only he were to acknowledge that storytelling techniques can be used for good...or evil (or Cinnabon).

sl sl says

This is 5 stars because there are pages and pages of moving stories that inspire and made me love the heroes.

Aylinalpustun says

I am a firm believer that timing is very very important.

I read this book as I was preparing for a presentation.

In fact I coincidentally came upon the book via somebody who was reading a book by this author and recommended his writing.

The testimonials of many of the great orators in the book were very captivating and inspiring. They provided me with great ideas for my own story.

The basic theme that runs throughout the book:

Ideas are the currency of the 21st Century.

A person can have a great idea but if that person cannot inspire others to buy into that idea, it does not matter.

Ideas that catch are wrapped in stories by taking the "audience" on an emotional journey.

Stories are dream makers.

It is written in simple and entertaining prose.

I recommend it to anyone and everyone who gives presentations / sells a service or product.

I thoroughly enjoyed it and am now reading Talk Like TED - the 9 public speaking secrets of the world's top minds.
