

How to Rock a TED Talk

The Insider's Guide to Get, Prepare and Deliver a Powerful TED Talk

Cathey Armillas is an organizer for TEDxPortland (one of the largest TEDx events in the world). She has given a TEDx Talk herself and is a professional speaker. She's also a TEDx coach; helping celebrities, veterans, industry experts and people with good ideas deliver the best presentations of their lives. She knows all three parts of TED...getting, preparing and delivering the talk.



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What does TED stand for?

T _____
E _____
D _____

What is TED's slogan?

Why would you want to give a TED Talk?















Do you have an "idea worth spreading"?

WARNING! If you give a TED Talk, it will be _____ !

How to come up with a TED worthy idea:

- 1) _____
- 2) _____
- 3) _____

Professional Speech vs. TED Talk

PROFESSIONAL SPEECH	VS	TED TALK
 45 minutes or more	<i>Time</i>	18 minutes or less 
 3 or more points	<i>Content</i>	1 idea 
 Performance	<i>Style</i>	Conversational 
 Highly gestural	<i>Delivery</i>	Natural movement 
 The outcome is multi-purpose: informative, inspirational, persuasive, entertaining or motivational	<i>Outcome</i>	Idea implementation 
 The speaker owns the content	<i>Ownership</i>	The content is free to download, share or republish under the creative commons license 
 Give a speech	<i>Method</i>	Deliver a talk 

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www.HowtoRockaTEDTalk.com

The TED Talk Essential Elements

- 1) Universal Theme
- 2)
- 3) Supporting Evidence
- 4)
- 5)
- 6) Powerful Visuals
- 7)
- 8) Low Point
- 9)
- 10)

3 ways to check your idea:

- 1)
- 2)
- 3)

How to give your talk in 18 minutes or less:

Cathey's "Go Big Strategy" for getting and giving a rockin' TED Talk!

ORDER FORM

If you would like to get “Cathey in a box”, order her program, How to Rock a TED Talk.

SAVE \$50 if you order within the next 24 hours! (expires on 5/8/15)

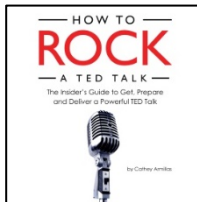
Enter the coupon code NFWC and order at:

<http://catheyarmillas.com/how-rock-ted-talk-audio-program>

How to Rock a TED Talk

\$297

Audio coaching program



Do You Want to Rock a TED Talk?

Have you been thinking about giving a TED Talk but don't know where to start? Maybe you're not sure how to get selected, let alone how to prepare and deliver the talk.

If you want to get invited to give a TED Talk, it's critical to understand the format and why TED Talks are different than any other type of presentations. This is the insider's guide. This program will give you a strategic advantage and the edge you need to land and rock a TED Talk.



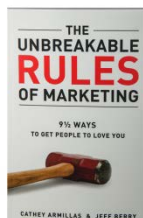
How to Rock a TED Talk is an audio program with interactive coaching tools.

You can also order Cathey's award-winning marketing book at:

<http://catheyarmillas.com/unbreakable-rules-marketing-book>

The Unbreakable Rules of Marketing book

\$24



The Unbreakable Rules of Marketing
9 ½ Ways to Get People to Love You