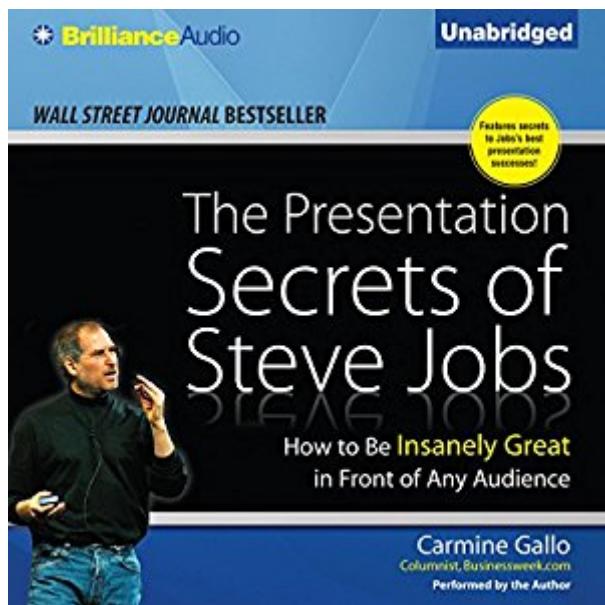


The book was found

# The Presentation Secrets Of Steve Jobs: How To Be Insanely Great In Front Of Any Audience



## **Synopsis**

Whether he was introducing the latest iPad or delivering a keynote presentation, Steve Jobs electrified audiences with his incomparable style and showmanship. He didn't just convey information in his presentations; he told a story, painted a picture, and shared a vision. He gave his audience a transformative experience that was unique, inspiring, and unforgettable. Now you can do it too, by learning the specific techniques that made Jobs the most captivating communicator on the world stage. Using Jobs's legendary presentations as a blueprint, communication-skills coach Carmine Gallo has mapped out a ready-to-use framework of presentation secrets to help you plan, deliver, and refine the best presentation of your life. You'll learn how to: Create an inspiring brand story Answer the one question that matters most Paint a specific, memorable, and consistent vision Make numbers meaningful Deliver unforgettable moments Build visually engaging slides Master stage presence Make it look effortless Rehearse effectively Have fun Every chapter provides tools and strategies for you to implement in your next presentation. Using actual presentations from Steve Jobs, Gallo helps you identify and adopt Jobs's techniques to keep your audience on the edge of their seats, giving customers, clients, and coworkers alike an exciting experience. With *The Presentation Secrets of Steve Jobs*, you can take charge of any room, deliver your message concisely and clearly, convey the value of your products and services, and sell your ideas more persuasively than you ever imagined possible. Best of all, you'll blow away the competition, turning prospects into clients and clients into evangelists for your brand. Steve Jobs was a hard act to follow, but once you start using his techniques in your own presentations, you'll be hard to forget.

## **Book Information**

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## Customer Reviews

The Presentation Secrets of Steve Jobs is a book that a speechwriter can love. Gallo quotes from sources such as Nancy Duarte's *slide:ology: The Art and Science of Creating Great Presentations* and Garr Reynolds' *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. He even has a sidebar on JFK speechwriter Ted Sorenson's influence on Barack Obama titled, "What the World's Greatest Speechwriters Know." The message of this book is that Jobs' extraordinary impact is based on his authenticity and his passion for his company's people and products. Most presenters can't claim to be the CEO of an archetypically cool Silicon Valley company. Neither can they get away with wearing faded jeans, sneakers and a turtleneck onstage. But simply everyone with a product or service that improves people's lives has a story to tell. Gallo's book explains in detail how Jobs presents his story so that his passion shines through and ignites the audience. It's Gallo's claim that anyone can learn how to deliver an "insanely great" presentations. The "secrets" that make Jobs so effective onstage include the usual stage tips taught by presentation coaches: Make eye contact with the audience, use vocal variety and know the power of a well-timed pause. But the majority of the book analyzes the structure, rather than the delivery techniques, of major keynotes Jobs has given at Macworld and elsewhere over the years.

Too bad I bought the Kindle version. I love writing in margins and highlighting in yellow. I'm not just reading this book; I'm devouring it. I'm condensing it to use in my work, especially my writing, but also in my presentations. In fact, I'm going to use this stuff in debates at the conference table during a meeting and blow away the people who torment me. They're doomed to humiliation. Toast, I tell you. The content: Create stories. Intro the villain. Talk in threes. Send in the hero to solve the problem and banish the villain. Above all, always remember (and don't ever forget) people don't care about you, your product, your needs . . . as much as they care about themselves. So don't bore them about you, your mission, your data. So. Give people personal reasons to read your writing, to listen to your presentation, to buy your product. Let them know why they should care. Make them fear to be left out of your influence. Remember, it's all about them. All this, and I'm only a third way through the book. Forget about Steven Jobs and computers and PowerPoint. This book transcends all those things to get to the elegant simplicity in how to reach out and recruit people to your side. Already, I've hit upon the secret to why writing works, why it sells and why no writing book I know of has ever attacked the problem from Carmine Gallo's POV. So I'm writing about it (elsewhere). It's not about the writer, not about the written or spoken product, even. It's about the reader, the listener, the customer, the you you should care about recruiting. More than care, I love, love, love the useful

insights of this book. I got a book of my own out of this book that's so powerful because it takes its own advice.

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