

## **Storytellers Successful Techniques From the TED TALKS**

- 1. Immerse your audience in a story.**
- 2. Tell a personal story.**
- 3. Create suspense.**
- 4. Bring characters to life.**
- 5. Show. Don't tell.**
- 6. Build up to a S.T.A.R. moment. (Something They'll Always Remember)**
- 7. End with a positive takeaway.**

**“A successful talk is a little miracle – people see the world differently afterward.”**