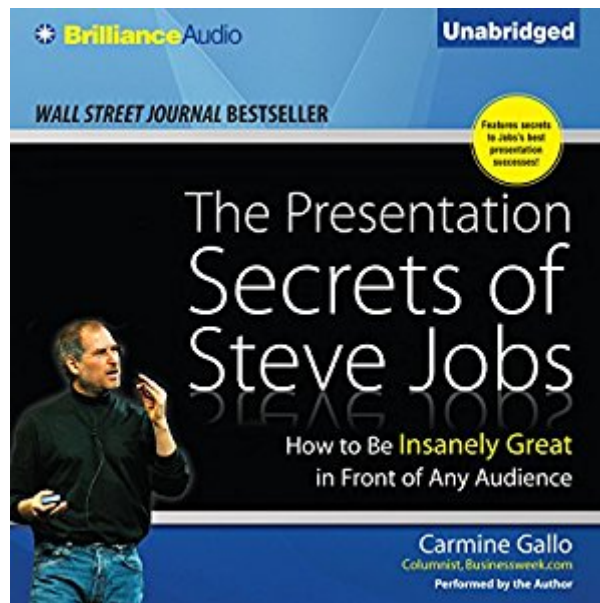




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The Presentation Secrets Of Steve Jobs: How To Be Insanely Great In Front Of Any Audience



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

Audible Audio Edition

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Customer Reviews

I mistakenly bought the audio book version, but figured I'd give it a shot anyway. While the content may be good, I believe the audio book format is probably the worst format for this. The narrator speaks clearly and modulates well, but his presentation is still a bit stiff and sounds too rehearsed and forced. As a result, the presentation isn't all that intriguing. For me, my mind started to wander very quickly - there was nothing to really grab my attention. I feel like I need to be doing something as I'm listening, and then when I take on a task, I lose track of what I'm listening to. I got about halfway through the first CD when I realized I'd only really heard and absorbed about 15 to 20 percent of what was presented (and most of that covered things I already knew). I gave up on my first attempt at that point, but I'll try again later. A traditional printed book demands a bit more attention and can be supplemented with photos, illustrations and diagrams to add a little variety to the content. The best format would be video on a DVD, because now two senses are being targeted, reducing the opportunities for distraction.

The title would lead you to believe that this book is only about presentations. But the information in this book is immensely valuable for any business owner. I have never highlighted as many passages in my Kindle as I have with this book. I have read tons of copywriting and marketing books and they all pale compared to the density of practical and usable knowledge featured in this book. If you are looking to improve your message, there is no better place to start than here. This book helped me to realize that everything we do in business is a presentation, and the same rules apply to all mediums. Whether it be writing a blog post, shooting a video, or talking to a client, the information in this book applies. I read this to prepare for an upcoming presentation and the structure and outlines in this book made it a breeze to put together. I knew I could skip over creating distracting, content heavy slides and keep it simple and clean. It looks great and saved me so much time. Plus, the information on the importance of using plain english is something I will take with me for the rest of my life. We are trained in school to use complex academic sounding sentences because we think it makes us look smarter. Wrong! Thanks Carmine Gallo, for making it so simple.

Who hasn't sat in a boring presentation. How often has the presenter had a slide filled with words and he/she read the whole slide to you? No more! You can give GREAT presentations that excite your audience and make you a hero. Yup, it takes work, but isn't worth it? Embrace the principles contained in the Innovation Secrets of Steve Jobs. You will thank yourself.

good reference book to have for anyone who has to present a little or a lot.

Carmine Gallo has it all. If you want your presentations to look not just good, but awesome, this is a book to read. Roadmap for presentations is clearly defined with ample examples. Loved the idea about planning in analog first. We became too digital and lost the touch. My first presentation after reading this book left everyone amazed. And that is just the beginning...This is the book to read when presentation matters.

The author did an excellent job: easy reading on an attractive and interesting topic - a great combination. I recommend it to anyone interested in improvement of his/her communication skills, but not only that: what is written in this book can be applied in everyday life, in any situation in which one interacts with other people.

After reading "The Presentation Secrets of Steve Jobs," I immediately re-wrote and produced a new version of my power point presentation. Less text and more visuals. I'm a storyteller and this book gave me a roadmap to combine my communications skills with new and effective visual tools to engage my audience. This is a MUST read for anyone telling a story! Jim Roberts Smart PR & Consulting LLC Florida

The book was so good that I incorporated it into my business strategy classroom to help students with their presentations. Several of my students made comments like: this book was the most enjoyable & business applicable book they have ever had to read as a class assignment.

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