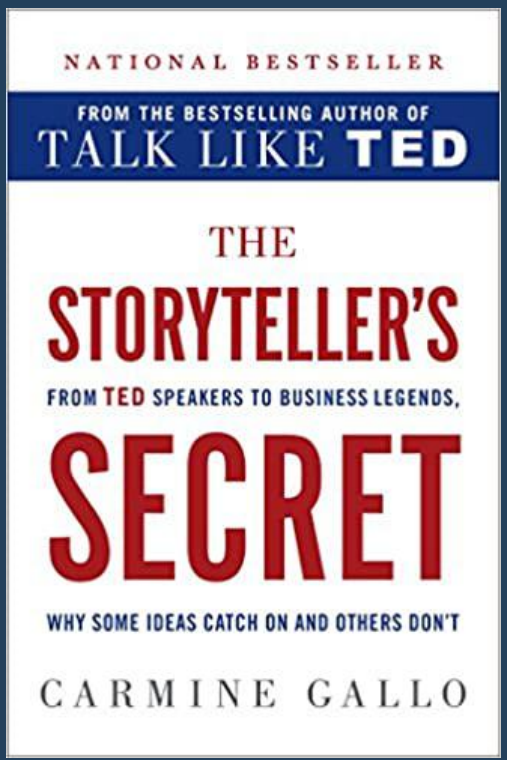


# The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch On and Others Don't

*The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch On and Others Don't*
Year of publication: 2016
Author: Carmine Gallo
288 pages
Link for purchase: https://amzn.to/2XclOfN

"Storytelling - Learn the Art of Storytelling with Steve Jobs, Pope Francis, Churchill and Other Leadership Legends" is a work that brings back the business reconnection with human emotions.
It is a book that presents incredible narratives and the tools used to get them to that point. With 328 pages, the 37 stories present here will surprise you.
You will walk through true statements of motivation, purpose, and enchantment, watching the stories closely as they will capture your attention. And I guarantee you, when the first story is over, you won't be able to stop reading the rest.
In the end, when you are once again exposed to a charming story, you will be able to not only get emotional, but also identify the elements that caused you that: you will be a storyteller.

## Score

9

9 Aplicability
9 Inspiration
8 Innovation
9 Impact on results
9 Structure

## Main ideas of the book

- An inspiring story can change the world;
- The best story is the one that makes you happy;
- "Light the inner flame";
- Work hard to make your narrative excellent;
- Believe everything you tell others.
- Share stories, increase the potential of your team;
- Narratives can change the way people think;
- "Personal stories capture attention";
- Quality is one of the best tools;
- Simplicity can enhance narratives;
- Motivation and challenges can generate good stories. and
- To be a storyteller is to unite and thrill people.

# To whom is this book indicated?

This book is suitable for those seeking to learn about inspirational storytelling, using the tools necessary to make it possible.
It is a book suitable for those who want to structure their ideas, involve them in history and delight people. A narrative for those who have the time to learn how to approach audiences interactively and even better: reading the stories that became successful.

# Overview of the book

## Overview: Passion

The story of this book begins with a secret: great narratives come from passion. And to have it you have to find the joy of doing what you like.
But how to have passion in difficult situations? How to see everything fall apart and still go on? That's where optimism comes in, which makes you visionary to the point of inspiring generations, of believing so much that your story can inspire people.
But we also have a villain: your stories may not be very good. You may not be a good accountant. What to do?
To overcome this, do not focus on the addiction of reliving past pain as a bad thing, but use it as a driver for the future. Believe yourself, there is no one who knows more about your narrative than yourself, and revamping it is the art of making it better.
After all, when you discover your joy in life, you don't want to keep it to yourself: you have to share it.

*"at the end, we are all the same, just a body with only our actions and others' memories to define who we are."*

## Overview: Educate

In this second part of the book, the author points out that a well-crafted story is better for educating the public than numbers because it breaks expectations.
To this end, Carmine tells us the story of Bryan Stevenson, a famous civil rights lawyer who, as the author himself states, "defends, at least initially, unpleasant views for a large number of people."
Bryan had the most ovated talk at TED as he began his presentation telling the story of his grandmother, which drew viewers closer than any numerical data.
Another success story about educating storytellers is that of Bill Gates by converting sewage into drinking water, something surprising that made viewers stay glazed on the TV channels to keep up.
But what do they all have in common? They came up with ideas to solve problems, wrapped them in stories to engage people.
After all, telling the audience how your service / product was created to solve a problem is the way to thrill the listener.

## Overview: Simplify

Start with great sentences! That's right! Those striking phrases that say a lot saying little.

This is the advice given by Richard Branson in stating that "you must speak what you have in mind and keep in mind what you speak, especially in a few well-chosen words."
Richard is an investor who believes that the simplicity of stories is what makes people pay attention to them. And not only he who believes in the power of simplicity, Jorge Mario Bergoglio as well.
But who is this? To get an idea, Mario brought together 3 million people on the beach in Rio de Janeiro to talk about World Youth Day in 2013. Yes, he is whom we know as Pope Francis.
Another important storyteller is Chris Hadfield, the astronaut who stunned the TED audience by using images and analogies, showing that, to convince, not many slides are needed, but simplification.
Thus, the author points out that all storytellers, including those mentioned above, use the rule of three to delight people:

1. Structure in a simple way;
2. Simplify to be remembered;
3. Promote the action.

## Overview: Motive

In this fourth part of the book, we learn that we have a natural storytelling ability, especially ours.
We are eager for characters, climax and happy ending, as this mentally creates the idea that overcoming is the necessary ingredient for a good story to permeate the emotion of listeners and stay there, generating change.
In addition, your narrative should make others feel good about you, because that's how you can create sensational experiences for each customer, making your work team more powerful.
And this is easily apparent when the author tells the story of Steve Wynn, the owner of a hotel chain who motivated his employees to change the way they dealt with customers by prompting them to tell their stories.
Every night a hotel employee told a success story he had with customers. What did it generate? A movement in everyone else working there to begin a narrative hunt: greater customer satisfaction.
That way, as you go through the pages, you will realize that there is no story in this book that does not teach you how to empower yours: you learn to be the rock in the lake, you learn to infect.

## Overview: Move

But if you came here thinking that the best storytellers are the spontaneous ones, know so. But this is not synonymous with lack of essay.
To give you an idea, the book shows that many rehearse for hours and hours until they feel confident enough to engage the audience. Until they have motivation.
It will influence your listeners to change their habits, help an institution or buy your idea. It is the key to everything as it inspires movement.
And, to talk about movement, the book features several stories from well-known leaders, Martin Luther King, Malala, John Lasseter, among others.
The first changed the way blacks were treated in society, the second moved education for women, the third changed the public's view of technology. And you, what will change?
This last part teaches you, the reader, that creating motion doesn't go well with taking shortcuts because they don't exist. That to quench the thirst for enchanting people, one has to drink from the source of metaphors and repeat this over and over.
Repeat words (“I have a dream”), use rhetoric, make analogies: three excellent tools to inspire your actions to inspire more, more and more. Until this orderly flow of actions becomes a movement: change your environment.

## What other authors say about it?

Adilson Xavier's "Storytelling" book brings a concept that is very much in line with Carmine Gallo's thinking, showing that storytelling is a storytelling tool that aims to drive products and brands or, as Unique Stories put it, to drive people and their careers.
In "Unique Stories", Flávia Gamonar teaches you how to tell inspiring stories to strengthen your LinkedIn brand, highlighting you and attracting unique opportunities. Thus, the book brings concepts of how to create good content to interact with the public.
And if you want to know how to write your stories better so they can increase your sales, how about reading the copywriting book? In it, Paulo Maccedo will show you how to write persuasive texts to guide your customers to the buying decision, using the most coveted writing method in the corporate environment.

## Okay, but how can I apply this in my life?

- Find what makes you happy: this will be your story;
- Believe that your ideas can be sensational;
- Simplify what you want to say;
- Use images. They draw more attention than slides;
- Use metaphors;
- Bring analogies to your narratives;
- Master the fear of public speaking: practice hard;
- A good storyteller makes listeners believe it is possible;
- A good story exudes emotion;
- To involve others, motivate them;
- Increase people's self-esteem and they will become faithful to you; and
- Your story can inspire movement.

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