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# TED'S TELLER TOOLS

The 5 most powerful tips  
from TedTalks that will  
revolutionize the way you  
tell stories.



# TIPS FROM TED TALKS

Check out these curated tips from the most powerful and fascinating Ted Talks on stories, distilled them down into 5 important lessons.

## 1. "Please don't forget, you have to entertain us. You have to enable us to look at ourselves"

**The Mystery of Storytelling:** a talk by agent **Julian Friedmann** is a fascinating look into why audiences like some stories rather than others. Friedmann encourages writers to remember that storytelling "is much more about the audience than it is about the storyteller."

## 2. "Use What You Know"

**The clues to a great story:** a talk by Pixar writer, director and producer **Andrew Stanton**. This talk is full of great tips and fascinating information on character, motivations and invoking wonder. But we especially love his focus on emotional truth to deepen your story. "It doesn't always mean plot or fact. It means capturing a truth from your experiencing it, expressing values you personally feel deep down in your core."

## 3. "What are stories but mystery boxes?"

**The Mystery Box:** a talk by director, producer, screenwriter, and composer J.J. Abrams. What is it that makes people love and remember action movies? For Abrams, it's not the special effects or amazing action, but the mystery of what's going to happen next. And the real mystery and excitement isn't necessarily what the movie is "about" (the most important thing about Jaws isn't Jaws). Instead, it comes from the human element of the story that keeps audiences enthralled. "Look inside yourself and figure out what is inside you. Because ultimately, you know, the mystery box is all of us."

## 4. "The point of fiction is to cast a spell, a momentary illusion that you are living in the world of the story."

**How to write descriptively:** an animated talk by speculative fiction writer, editor and teacher Nalo Hopkinson. Describing using all five senses is what make stories come alive for an audience. This is what seperates reading an okay story to feeling like you've seen the world through someone else's eyes.

"If you describe the story in matter of fact, non-tactile language, the spell risks being a weak one...(your reader) will understand what (your character) feels like, but she won't feel what (your character) feels"

## 5. "In the end, that's all we are. We're just stories"

**The power of storytelling:** a talk by Andrea Gibbs, a comedian, improviser, storyteller and co-creator of Bare Faced Stories. If we're made up of stories, not all of them are going to be stories where we win.

A beautiful example of how being vulnerable and taking a chance leads to amazing stories. Embarrassing can turn into magic and a story where things don't go your way is just as powerful as one where you triumph. "We can't always choose the stories that we have in our lives, but if we take a risk and we show that we're human and vulnerable, then that's where the best stories lie"

# TURN ANY STORY FROM "OH" TO "WHOA!"

Learn to tell your stories like the super star you are.

Whether you want to knock em dead as the keynote speaker at a conference, hoping to authentically connect with customers, or are hoping to dazzle at the family reunion, I will teach you how to wow your audience with my unique and fun story developing system.

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