

# Talk Like TED

by Carmine Gallo

---

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

<sup>01</sup> **Master the 18-minute rule**

Constrain yourself. The discipline of 18 minutes forces ruthless focus on what actually matters. Practice with a timer - if you can't say it in 18, you haven't found your core idea.

MON TUE WED THU FRI SAT SUN

<sup>02</sup> **Structure every presentation with three ideas**

Before your next presentation, identify exactly three things you want the audience to remember. Build everything around those three pillars. Cut everything else.

MON TUE WED THU FRI SAT SUN

<sup>03</sup> **Lead with a story, not a slide**

Start with a personal story that illustrates your point. Then deliver the insight. Then return to the story. This sandwich structure is the most reliable pattern in public speaking.

MON TUE WED THU FRI SAT SUN

<sup>04</sup> **Practice passionate delivery in the mirror**

Rehearse your most important point three times with full emotional commitment. The delivery must match the content. Flat delivery kills great ideas.

MON TUE WED THU FRI SAT SUN

<sup>05</sup> **Use the obituary test**

If you died tomorrow, would your audience remember your one most important idea? If not, you haven't found your throughline. Start there.

MON TUE WED THU FRI SAT SUN

<sup>06</sup> **Seek specific feedback after every talk**

Ask two questions: "What was the one thing you took away?" and "What was unclear?" This is the only data that matters for improvement.