

# TED Talks

by Chris Anderson

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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> **Write your throughline in one sentence**

Before writing a single slide or section, complete this sentence: "My audience will leave believing that \_\_\_\_." If you can't finish it, you don't have a talk yet.

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<sup>02</sup> **Open with a concrete, personal moment**

Replace your intro with a 60-second specific scene - a place, a moment, a feeling. No thank-yous, no overviews, no rhetorical questions. Start in the middle of something happening.

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<sup>03</sup> **Apply the Rule of Three to your structure**

Reduce your talk to exactly three main points. No more. Assign one story or example to each point. The structure should be invisible - the audience should feel the ideas, not the scaffolding.

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<sup>04</sup> **Record a rough 5-minute version and watch it back**

Film yourself on your phone. Watch it without sound first - observe your body language. Then watch with sound and note every moment you stopped believing yourself.

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<sup>05</sup> **Rehearse until you forget the script**

Practice your talk 20 times across different environments - sitting, standing, walking, whispering. You'll know it's ready when you can stop mid-sentence and restart without losing the idea.

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<sup>06</sup> **End with a reflection, not a summary**

Cut your last slide. Instead of summarizing, leave the audience with a single question, image, or challenge that lives in their mind after they leave the room.