

9 PUBLIC SPEAKING SECRETS OF STEVE JOBS

1. Show Passion

Use simple terms and **engage your audience** by winning their enthusiasm.

2. Tell Them Stories

Describe the process behind your idea's inception. Stories can be brand stories, customer stories, or personal ones.

3. The 'Three' Rule

Steve Jobs believed '3' is a **powerful number**. It is easier than 20 and gives more information than 2.

4. Keep it Simple

When Jobs introduced the MacBook Air, the slide had only one phrase, 'There's something in the air.'

He avoided long sentences. In their place, it's usually an **image, a word, or a short phrase**.

5. Bring the Villain

Every story needs a villain to highlight the hero.

Introduce the villain, then kill it with your **solution**.

6. Bring the Hero

After highlighting the villain, bring in the hero and **provide customers a good-enough reason**.

7. Humanise the Data

During the iPod reveal, Jobs didn't talk about its storage or weight. Instead, **he showed** it could store 1,000 songs and fit in his pocket.

8. The Holy Sh!t Moment

When Steve first showcased the MacBook Air, he didn't say a word about its size. Instead, he simply appeared on stage with a manila envelope and pulled out a new 'laptop'.

That was one of the most **emotionally charged** moments in the history of product launches.

9. One Sentence Summary of the Product

Jobs created a trick called "Twitter-friendly headline."

It's a short one-sentence summary of a product that clearly shares the main message he wanted to say.



Speaking Of Secrets

Guillaume Favre



Speaking Of Secrets:

Speaking Of Secrets Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the power of words has are more evident than ever. They have the capability to inspire, provoke, and ignite change. Such could be the essence of the book **Speaking Of Secrets**, a literary masterpiece that delves deep to the significance of words and their affect our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall impact on readers.

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