

Your Own TED Talk (Topic)

Business owners are not robots. Most, have ideas and solutions that give clients peace of mind. Or perhaps their ideas could help colleagues improve their skills. So, share them. Here are a few suggestions to consider.

Ideas

Be bold. TED talks are not your average daily conversation. Differentiate yourself. Choose a topic that challenges you. Become the subject matter expert for your audience.

Here are a few pointers:

1. Simplicity

Time is limited, so focus on one core idea. Be an expert—or at least well-informed. Many great presenters can discuss complex topics in a way that is quite easy to digest.

2. Passion

Hearing a presenter discuss a topic they are enthused about can be contagious. Show it. Even a bland subject can be memorable when delivered with gusto.

3. Relatability

Allow the audience to connect. Share something personal. Fear of heights? Terrified of public speaking? Don't like crowds? Many people have aversions. Share yours.

4. Examples

Share a personal experience with your idea. It could be from a conversation, an observation, or a quote. Make them think, "I thought only I noticed that" or "Wow, I never thought of it that way."

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