

# 6 THINGS

## THAT WILL KILL YOUR CHANCES OF LANDING A TEDx TALK

Getting a **TEDx** is a great way to establish your credibility, establish yourself as a thought leader, and end up with a fantastic professional video. Not getting one is easier than you think. How? Read on.

We'll break down the top six ways to ruin your chances of landing a TEDx Talk, and get you on the right track to applying, writing, editing, and delivering an amazing TED Talk that not only helps you but helps the world as well!

### You'll Learn:

- > 6 common mistakes that ruin your chances of being selected.
- > The difference between your "story" and your "idea worth spreading"
- > The biggest mistake people make when submitting their video audition
- > How to maximize your message
- > How not to blow your callback audition

ARE YOU READY TO  
LAND YOUR **TEDx** TALK?

## MISTAKE

The one big thing that most TEDx Curation Teams say is the fastest way to make it into the “No Pile” is simply two words, too much.

Brevity is the soul of wit, and of a good TEDx submission. The premise of every TEDx Talk is “an idea worth spreading.” Not two ideas, not three ideas, **one idea**.

## MISTAKE

Mistake Number Two is a cousin of Mistake Number One.

The description of your “idea worth spreading” is too long and detailed. The Curation Team wants an idea, not a thesis.

The first thing I have my coaching students do is create a 10 to 15-word elevator pitch for their idea. Here's the elevator pitch for my fifth TEDx: “Mental Health and the Orgasm; Treat Your Depression Single Handedly.”

Ten words.

LAND YOUR NEXT TEDx TALK!  
**FREE 30 MINUTE CONSULTATION!**  
SCHEDULE NOW!

## MISTAKE

**Mistake Number Three is a pitch/application that lacks creativity.**

The average number of applications for a TEDx talk is just over 100. Yours must stand out. It must grab their attention, and force them to read it start to finish, and ideally, invite you back for an audition.

And that begins with an eye-catching title and subtitle, and/or description. My fourth TEDx is titled: "Suicide, the Secret of My Success; Dead Man Talking." The day I submitted it to the sixth TEDx Talk I applied to, I got a phone call from the Executive Director of the Curation Team telling me that I was booked to do their TEDx, no callback, no audition. Why?

It was irresistible. The title is counterintuitive, "Suicide, the Secret of My Success." How could that be? And the subtitle, "Dead Man Talking," is a twist on the movie title "Dead Man Walking."

## MISTAKE

**Mistake Number Four is related to Mistake Three, hiring the wrong TEDx Coach.**

Teaching you how to find the links to apply is easy, and helping you fill out the application is easy. The hard parts are helping you find and refine your idea worth spreading and making it so interesting that Curation Team wants to hear more.

There are any number of TEDx Coaches out there. There's only one that I know of that was a writer for the Tonight Show for 20 years, a fulltime comedian for 34, and has five TEDx Talks of his own...he said humbly.

## MISTAKE

### Lack of **passion** for your topic.

Your idea must be something that makes your heart sing, something that you could speak on for up to 18 minutes if I woke you out of a sound sleep, something organic to you.

All five of my TEDx Talks are on mental health. One of my students asked me how I picked my topic. The truth is my topic picked me. I live with Major Depressive Disorder and Chronic Suicidal Ideation, its in my genes, it runs in my family. It's called Generational Depression and Suicide. I can't not talk about it. I go to bed thinking about it, I wake up thinking about it, and I make my living speaking on it. If you want a TEDx Talk, don't pick a topic, **let your topic pick you.**

## MISTAKE

### Mistake Number Six is a simple one, applying for a couple of TEDx Talks, getting discouraged, and **giving up.**

I've gotten a TEDx on my first try, and that one got me invited to do the next two, without trying. Then the fourth one took me half a dozen applications (the one I got with no callback or audition because my title and subtitle rocked), and my fifth one took me 15 applications (because it was about the mental and physical benefits of masturbation and orgasm, not every Curation Team's cup of tea, but the first one that got me a standing ovation).

I've got a friend who is being coached by another company, paid \$4,800 for group coaching (five on a Zoom call once a week for an hour), has applied with the same "idea worth spreading" (and it's a good one) 80+ times, **no callbacks, and no auditions.**

Something is wrong. Her instructor helped her write a good title, subtitle, and description, but it's simply that, good. Her instructor is not a writer, doesn't have a writer's appreciation for language, or copy, that is so well written that it catches your eye and you're forced to read on.

# Now that you know what **NOT** to do, let's jump on a call to discover what you **SHOULD** do to nail a TEDx talk!

---

## The difference between your “story” and your “idea worth spreading”

This is something that you will hear from a Curation Team, “We don't want your story, we want your ‘idea worth spreading.’” Your story can be in the TEDx, as an illustration of your “idea worth spreading,” but cannot be the TEDx. Everyone has a story, not everyone has an “idea worth spreading.”

Nor does everyone who has an “idea worth spreading,” have take-aways and action items for the audience. What will they be to do after they heard you speak that they couldn't do before they heard you speak? No takeaways and no action items, no TEDx booking.

IS YOUR IDEA  
TEDx WORTHY?  
CALL FRANK TO  
FIND OUT!

## The biggest mistake people make when submitting their video audition

The biggest **mistake** people make is not following the Curation Team's direction to the letter. I have been told by Curation Teams that they are very particular about the length of the video (don't go over, even by a second), how the video is titled (title it exactly the way they prefer), as a way of determining how well the applicant follows directions.

I almost didn't get my fifth TEDx Talk because I was unaware how important the directions were. Fortunately, my title and subtitle were so good that the Curation Team gave me a mulligan, and I got it right on the second try.

Moral to the story? **Get it right**, or get it written so well that they can't help but give you a second shot at it. Are you starting to see a pattern? Great writing, better chance you'll get a TEDx. As a TEDx Coach, good writing is my USP, Unique Selling Proposition. Just sayin'.

# HOW TO MAXIMIZE YOUR MESSAGE

The **next mistake** is not observing the old saw from the world of newspapers (you remember those), tell what you're going to tell them, tell them, and tell them what you told them, and **why it's important to you**, and why it should be important to them. If you want a TEDx, tell the Curation Team why they should care. Want to blow your chances, make them guess at it.

## HOW TO NOT **BLOW** YOUR CALLBACK AUDITION?

**Prepare.** The easiest to blow your callback is lack of preparation. If the Curation Team wants a 5-minute overview, prepare, and rehearse, rehearse, rehearse it. They may ask for a 5-minute slice of your talk, or a 5-minute summary.

The second way to blow your audition is go over your time.

The third way to blow your audition is not to have 3 to 6 takeaways and/or actions at your fingertips.

And the last way to blow your callback audition, is not be prepared with a list of your sources, references, and citations for any all of the facts that you quote. If you get the TEDx Talk, you'll be glad you did. Why?

The reason my fifth TEDx is not up on YouTube yet is that I had to submit all my references, sources, and citations to the TED.com fact checkers. And because I had made note of all of those as I was putting my talk together, it was easy to submit them. Think term paper and footnotes.

No one can guarantee that you will get a TEDx Talk, but I can guarantee that I will work hard with you applying, auditioning, writing, editing, and rehearsing giving you the best chance possible.

# FRANK KING

"You can make a difference. You can change a life. I can show you how."

TEDx COACH | CONSULTANT | IDEA CURATOR

FREE CONSULTATION TO DETERMINE IF  
YOUR IDEA WORTH SHARING IS TEDx WORTHY!  
CALL FRANK TODAY!

Disclaimer:

Frank King is not sponsored, endorsed by, or  
affiliated with TED or TEDx...I simply love the TEDx mission.