

Some engaging ways to start your talk ©Jo Evans

Take a moment to pause, breathe, compose yourself AND build anticipation in your audience.

1. Start with a powerful/personal story

- a. *"Once upon a time ..."*
- b. *"I will never forget the moment when"*

Maybe deliver the punchline/ending right at end of your talk

2. Start with a thoughtful question

- a. *"Have you ever been in a situation where you felt really frightened?"*
- b. *"How often have you?"*

It's probably going to be a rhetorical question so pause afterwards for the audience to think about their answer

3. Start with a startling or thoughtful statistic

- a. *It's a little-known fact that*
- b. *It next ceases to amaze me that*
- c. *Or just launch straight in with the statistic "....."*

4. Start with a great quote

- a. *"A journey of a thousand miles begins with a single step" Lao Tzu*

5. Start by doing or saying something surprising

- a. *Hold up an object and say "This is the key to what I want to talk about today"*

Hold up a toolbox if talking about giving people tools
resources or an apple if talking about healthy eating



6. Start with some words from your website or from a user of your services

7. Start with a simple and clear intention

"The reason I am here talking to you today is because

8. Start with a bit of a game

"My topic today is much loved by many and comes in a cup", etc then ask your audience to guess eg Coffee

9. Any other wonderful ideas you come up with

