

You told them that you're there to help by bringing them the new news and showing them how to use it.

One more approach:

- *Tie in to an important current event or local occasion*

Anything that makes them see you as aware *and* aware of *them* is a helpful opening message. It helps you lead into your subject more gracefully than simply starting with paragraph one of your speech.

Clearly, there is no one perfect opening, good for all occasions. Just be continually aware, as you plan yours, of the purpose of an opening:

- To find a common meeting ground;
- To identify yourself with your audience;
- To let them know something of who you are by your style, choice of language, and approach;
- To connect into the body of the speech in a seamless way so **the** opening obviously belongs to *this* speech and *this* unique audience, right now.

One last thought: Your audience's highest point of concentration and pure attention is within the first one and a half to two minutes of your speech . . .

After using your opening, establishing your theme, and showing why your audience should listen, you move into the body of your speech. What techniques can you use to continue to hold onto your audience's attention?

## Audience Involvement

### ***Why Audience Involvement?***

Look again at the first few pages of this chapter to remember the basic emotional responses people have toward *being* an audience. Now let's add some of the physical problems they can face as part of a captive sitting audience. Many forces are fighting your intention to deliver a memorable speech to an audience of rapt listeners. Don't ever take your audience for granted . . .

You can't design and plan your speech without taking into account the need to *continually* stimulate and bring them along with you. So let's