The first words you speak should both command attention and establish a connection

Attention Getting Techniques

* Startle or shock the audience
* Directly involve the audience
* Arouse curiosity and build suspense = **Rhetorical Question**
* Use an interesting quote
* Use humor
* Use a story

Questions to hone level of credibility

1. Why should the audience listen to me
2. What have I done or experienced that qualifies me to speak on the topic
3. How personally committed am I to the ideas I am about to share with my audience
4. What steps can I take to communicate my concerns and enthusiasm to the audience
5. How can I use my appearance, attitude, and delivery to help establish my goodwill and make my case

Previews include

1. Introduces the audiences to your speech’s subject and purpose
2. Identifies the main ideas that will constitute the body of your speech

Conclusions fulfill

1. Lets the audience know that the presentation is coming to a close
2. Summarizes key ideas the speaker shared
3. Wows receivers, reenergizing them and reminding them of the response the speaker seeks
4. Provides the speech with a sense of closure

Dos and Don’ts of closing a speech

|  |  |
| --- | --- |
| Dos | Don’t |
| Keep it short but not too short | End abruptly or with a that’s all |
| Forecast the finish line | Take the audience by surprise |
| Restate your thesis or central idea | Introduce something new |
| Motivate the audience | Reduce emotion, energy, and effert |
| Achieve closure | Leave ideas hanging |

Advice for restating the thesis

* Recap your thesis or central idea one last time
* Use a quotation that summarizes or highlights your point of view
* Make a dramatic statement that drives home why audience members
* Take the audience full circle by referring to your introduction

Common Introduction Pitfalls

* Don’t Neglect Preparation
* Don’t pretend to be what you are not
* Don’t rely on gimmicks
* Don’t be long winded
* Don’t create the introduction before the body and conclusion of the speech

Common Conclusion Pitfalls

* Don’t end abruptly
* Don’t be long winded
* Don’t introduce new ideas
* Don’t end with a thud

**Definitions**

Rhetorical Question: Questions requiring no overt answer or response

Common Ground: opinions or interests shared by each of two or more parties.

Closure: To refer to ideas explored in the introduction of a speech in the speech’s conclusion