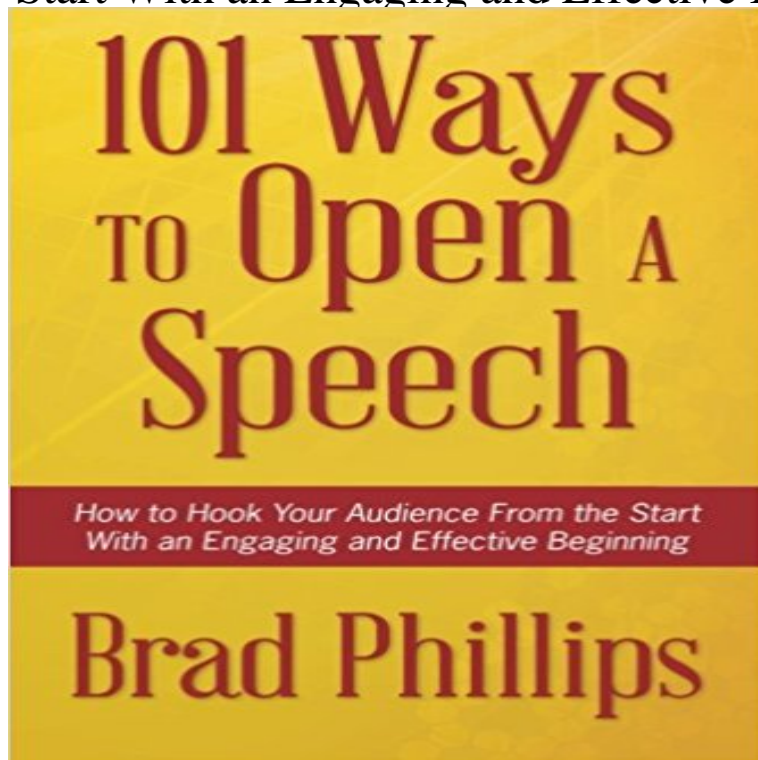


101 Ways to Open a Speech: How to Hook Your Audience From the Start With an Engaging and Effective Beginning



The opening moments of a presentation are critical to its overall success. People form opinions about speakers quickly, and once they do, their first impressions can prove difficult to reverse. A strong beginning gives audiences confidence that you're going to deliver a message worth hearing, and takes advantage of your presentation's opening minutes, when listener attention is at its peak. This book will introduce you to a broad range of speech starters, using dozens of real-life examples and original suggestions. You will find opens intended to surprise, persuade, motivate, engage, and amuse your audiences. Some tell a story, others help frame your topic, and a few rely on modern technology. In *101 Ways to Open a Speech*, you will learn: * How to captivate your audience from your first words * Why there are actually three opens for every speech * How to select the right open for every occasion * How to connect your open to your speech topic * How not to begin a presentation *101 Ways to Open a Speech* is the first and only in-depth book to focus solely on the open itself, and is an indispensable desktop reference for everyone who ever presents to any audience.

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