

Quick and Easy *Introduction* Recipe

Knowing the components of an introduction, and keeping them in mind, will provide you and your audience a roadmap to your information destination – for any communication experience.

Topic (a few words/phrase): _____

Primary Purpose (circle one): to inform to persuade

Specific Objective (audience centered): My audience (name) _____
should learn/be persuaded _____

Central idea (take away, one sentence):

Hook (attention getter, related to the topic, drawing listener away from distractions, engaging audience in you):

Rhetorical Question (question you do not expect, nor wait for, an answer to)

Short story (related to topic, driving a point, setting up a situation)

Humor (carefully selected, rehearsed for timing, tasteful, appropriate, tested)

Startling statistic (spoken slowly, displayed, referenced)

Quote (notable person, topical)

Credibility (who you are, why you are an expert, as you know, from the program):

Preview (two – five main points, weighted, in presentation order):

- 1.
- 2.
- 3.
- 4.
- 5.

Goodwill (what is in it for the listener, how will this help, why do I care, So What?):
