

Beginning Your Speech

The Criteria for a Successful Opening

Successful speech opening meet four criteria. They....

- get the attention of the audience
- introduce the topic
- establish rapport
- and take less than 5-10% of the entire speech time.

Opening Techniques

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- State the importance of your topic
- Make a startling statement
- Arouse suspense or curiosity
- Tell a story or anecdote
- Ask a question
- Begin with a quotation
- Reference the occasion

More information

A and B Public Speaking :Write an Introduction and Conclusion

<http://www.abacon.com/pubspeak/begend.html>

Another good source of information is Leon Fletcher's book- "How to Speak Like Pro"