

ALL ABOUT INTRODUCTIONS

(a.k.a. GRABBERS or ZINGERS)

THREE MAIN GOALS

- 1. Establish rapport**
- 2. Seize attention**
- 3. Tell them what you're going to tell them**

HOW TO DO IT?

- **Tell a personal, moving story**
- **Create curiosity with a controversial statement**
- **Ask a controversial questions—or series of questions**
- **State a striking fact or statistic**
- **Refer to some famous quotation or story, perhaps recasting them to suit the occasion**
- **Sum up a point with a pity epigram**
- **Give a definition that does more than define**
- **Use a striking metaphor, analogy, or image**

WHAT ABOUT HUMOR?

- **Tell a joke *only* if it truly suits the occasion *and* your personality**
- **Humor includes irony, understatement, appreciation of life's foibles, the simple "awful" truth, and a clever use of self-deprecation**
- **Aim for the smile of knowing recognition rather than belly laughs**

with thanks to Lilyan Wilder in *Talk Your Way to Success*)

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