



## **The First 60 Seconds:**

### **7 Ways to Establish Rapport with Your Audience**

**1. Compliment them**

Acknowledge what's special about who they are, what they've achieved, why they're here.

**2. Identify with them**

Talk about something you have in common, or that you've all experienced.

**3. Tell them a funny story**

But make sure it's relevant to the occasion, or to their interests or experiences.

**4. Address their immediate concerns, fears, or expectations**

If you know there's something on their minds, jump right in and talk about it to relieve the tension.

**5. Acknowledge some difference or problem between you and them (if appropriate!)**

Make it funny or serious, but get it out in the open to relieve the tension.

**5. Describe an interesting story you just read or experienced – or a movie or TV show you just saw—to introduce your main theme**

The idea is to make yourself seem human and willing to share interesting experiences.

**6. Share your real-time feelings about the place, the occasion, or events that have just taken place**

The audience always appreciates your ability to express thoughts and feelings spontaneously – to prove you are not just a talking head.