



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.

6. 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.

7. 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.

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