

Top 10 Ways to Hook Your Audience Immediately

How to Hook `Em and Hold `Em

The speech began " My name is George and I`m here to today to talk about the war in Iraq". **My attention began to wander**, I started thinking about whether I had left the iron on. How much better the opening could have been if George had started by saying; for example "The fastest growing company in Gainsville, Ohio, is Preston Plastics, they have the contract to supply body bags to the Department of Defence..." My shopping list no longer seems so important, I want to know what`s going to happen next.

Take for example the subject of public speaking, maybe not the most riveting of subjects? Well here are our **top ten hooks** and this is how they could apply to a speech or presentation on the art of public speaking.

- 1. Startling Statement** – "Good speakers and presenters are more confident, get more promotions and earn more money..."
- 2. Interesting Statistic** – "91% of the population of the United Kingdom consider themselves poor, ineffective speakers and communicators..."
- 3. A Promise** – "At the end of today`s speech you will have 5 tools that will transform forever the way you present in public..."
- 4. A Question** – "What would it be worth to you to be able to stand up in front of a group of your peers and hold their attention for 30 minutes..."
- 5. A Specific Date** – "18th September 2002, the headline in the Wall Street Journal ` Good Speakers Earn 87% More than the Average`"
- 6. Start with a Story** – "He was in the front row of the audience, 6 ft tall, 20 stone, bald as a billiard ball and serving a 20 year sentence.... "
- 7. Memorable Quote** – "Dale Carnegie said ` There are always three speeches for everyone you actually gave: the one you practised, the one you gave and the one you wish you gave`"
- 8. Use a reference you have received** – "Let me read you a comment I received after my last speech – ` Sean gave a great speech full of wonderful stories that had meaning for everyone in the audience... even more important it was short!` ..."
- 9. A Challenge to the Audience** – "At the end of this 20 minute presentation I would ask everyone to make a commitment to deliver a speech at work or outside of work, in the next 30 days..."
- 10. Link to the Theme/Organisation or an Anniversary** – "We all know that the theme of today`s conference is Communication, but how many of us know that the word comes from the Latin `communis` to share; great speakers and presenters `share` rather than `preach` ..."

NOTE: Don't forget that once you have hooked the audience you then have to deliver. So now you will need to expand on that great start and build your connection with your audience. Good luck.

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