Your Speaker Introduction: Best Friend or Worst Enemy!

Your speech begins before you do: Don’t play from behind

Don’t be undersold, oversold and mis-sold

Consider using humor and humility

Know your role

Read Craig’s article "Pitching Introductions"
for more tips on writing and best delivery of your speaker introduction:
http://www.craigspeaks.com/PitchIntroductions.htm

Research your audience / client IN ADVANCE!

The naked truth About The California Nature Society

Each group has different needs.

Being Professional means being flexible.

Expect the unexpected: From caskets to kids

Time Is NOT On Your Side

They’re Leaving On A Jet Plane

Customize!

One Size doesn't fit all

A little customization goes a long way

Craig recommends Rebecca Morgan's Teleseminar tape
"Breakthrough Customization Techniques:
85 Ways to Modify Your Presentation to Your Client's Needs":
http://speakernetnews.com/tsem/ts20011101.html
Funny Things Happen…
On the Way to the Platform
Laughing and Learning with CRAIG HARRISON
On Your Professional Speaking Journey

5. It’s about them too:
Let your audience participate…they will anyway!

Sometimes an open microphone is an open invitation for disaster
Don’t fall for The Speaker Effect
Who’s THE MAIN EVENT?

6. Props: They can prop you up and sink you too!
Craig’s Toy Story
Food for thought (Friend or Enema)

7. Are you paying attention?
Do you learn from your mistakes or just perfect the making of them?
Learn from each presentation! Express your excellence each time out!
Evaluation forms aren’t just for prospecting referrals…

8. How will you polish your professionalism? What steps will you take?

☐ Get a mentor       ☐ Work with a speech coach
☐ Join or form a Mastermind group ☐ Videotape yourself to improve
☐ ________________________________
☐ ________________________________
☐ ________________________________

E-mail me your action item for a special gift!