

Writing Speech Introductions

In the public speaking writing process, writing speech introductions follows the outline creation.

For speech writing, the introduction of a speech is one of the most essential parts. It can make or break the rest of the speech. This is the attention-grabber where you'll get all eyes of the audience focused on what your saying.

But wait, how can they focus on your words? Quite simply, your words have to paint a picture. Your words have to arouse the interest of the audience. Your words have to make your public speaking become more than just words.

The Secret of Writing Speech Introductions

Here is a powerful secret. If you create an inspiring audience arousing introduction and follow up with an effective conclusion, it will carry a mediocre job of public speaking.

In addition to arousing interest, writing speech introductions entails answering the question on the subconscious minds of your audience. They will want to know, 'What's in it for them?'

This is like a door knocker or a door bell. Most people knock a few times. Most front door doorbells have at least two tones. This is because one knock, one ring could be mistaken for another noise.

With all the things on peoples minds these days, to arouse the interest or attention of the audience requires more than a single knock.

So consider grabbing attention and telling the audience what's in it for them as two separate aspects of your introduction. The "What's in it for them" can be said directly or implied.

Writing Speech Introductions: Some Samples

If using a story to introduce your public speaking to a group of entrepreneurs (to grab the attention) you could say...

How can you know? With all the salesman saying what you should do, buy this, not that, how can you know what is true verses who is going to take you.

Perhaps you know the story of salesman named Chicken Little. Chicken Little went around trying to sell everyone on the fact that the sky was falling. Would you listen to Chicken Little if he was here today? Would you dismiss what he has to say.

The question we face, how can we know when someone says something, if it is true or not. How can we determine the truth of anything we hear. How can we avoid Chicken Little Syndrome?

For instance, let me give you a statistic about the MLM business. It says that 98% of all MLM'ers do not make any money.

Another popular saying is that you will have greater odds shooting craps than making money in the stock market.

Putting aside any feeling you have for MLM (This is not the purpose I am speaking about today) how can you avoid the Chicken Little Syndrome? Bye the way, outside of real-estate, no other business model has made more millionaires that MLM.

Considering these three pieces of information, which is true and which is false? Can you tell just by what is said?

What would it cost you if the first information was wrong? Nothing if you had no desire to do MLM. But what if it was any opportunity that came your way. What if you were seriously considering a business venture in this arena?

What if Ray Kroc asked you to invest in his hamburger franchise just over 50 years ago? What if a new kind of store called Home Depot offered you some stock instead of a raise. This list could go on.

The question, with all we hear, good and bad about everything these days, how can you know what is true or false about what you hear about any business opportunity.

Just so you know, the first two pieces of information are logical fallacies. No business model has a 100% success rate. How many businesses of any kind fail in the first two years?

The second likewise is a logical fallacy. Gambling shooting dice is not dependent on your skill. Running a business is. How hard and effectively you run your business is not a matter of odds. It is a matter of how much and how hard you are willing to work.

This is a very basic example.

The Introduction Needs to be Appropriate to the Theme

What was the theme? The introduction also needs to be focused on the theme. So, what was the theme of the above introduction?

The title of the talk is, "True or False, How Can You Know the Good from the Bad of What is Said?"

The Right Length

The proper length is somewhat subjective. Generally speaking, a 4-6 minutes introduction is appropriate for a 60 minute talk.

A 15 minute talk may only have a two minute introduction.

A 5 minute talk may only have a one minute introduction.

These are not rules. Consider them suggested guidelines.

The Introduction Needs to Be Included in the Conclusion

To create a coherent speech, the introduction needs to be linked throughout the talk. It especially needs to be tied into the conclusion.

This will give the entire talk coherence.

[Another example of writing speech introductions.](#)

Some of the tools to help with writing speech introductions.

Allegory

Analogy

Penny Analogies and pictures of the Millennial Mistake Penny.

Comparison

Metaphor

Parable

Simile

The introduction is the means to capture the attention of the audience and hold it captive until the conclusion of the talk. You could use an illustration, a story, an anecdote, or a joke (please don't use a joke, mastery of the power of words goes beyond jokes).

The needs of your audience and your goals for the talk will begin to take shape in the framing of your speech writing house. Just as a house needs siding, a roof, windows and fixtures, your talk still has work to be done.