



## RESOURCE PAPER

## Ensure a Powerful Intro Before You Speak

By: The CCA Resource Team

There are two types of introductions—the one where you introduce yourself toward the beginning of your talk and the one that your host reads to introduce you to the audience before you get up on stage. Now, that second introduction may seem like a minor concern, but it's not; it plays a huge role in establishing your credibility.

Building credibility—the impression that you are an expert with proven results who can be trusted to deliver—is the vital first goal of your presentation. If you want your audience to listen to you and eventually buy from you, they have to see you as credible.

So here is my secret formula and two important tips for creating a powerful introduction for your host. An introduction that sets you up to gain credibility and helps people feel open to you and quickly start to build the trust that is needed to invest with you.

### Proven Formula for Getting a Powerful Intro Before You Speak

When you're writing your host's introduction, keep it short: only 30 seconds to one minute long. Hit the high points and include these elements:

#### **A. Have the host tell the audience why they invited you.**

For example, your introduction might begin: "We know that you or people you know have been affected by the drastic changes in the housing market. We invited our next speaker here today because her program has been proven to work during challenging times." This is also where they would include any personal testimonial they have to add if they, in fact, have worked with you.

## **B. Include accolades and a personal touch.**

Then they should list several of your most impressive achievements: the TV appearances, the books, awards, the years you've been at your craft or how many people you've helped. Also include something personal that sounds impressive. For instance, you have two children at home and you put your husband through graduate school while launching your business from the basement.

## **C. Tell the audience what they're going to get.**

This is where you include your statements of the transformations that your clients get as a result of working with you. For instance, "Today, Susan will teach you how you can lose 10 pounds in 30 days and cut your insulin dependence in half." Or, "Judy's going to show you how you can build a six-figure business working part-time from home."

Having your host end your introduction with the transformation that the audience will get generates excitement. And then you get up there; confident and welcomed because they are excited to hear what you have to say, and you're excited to share it with them!

### **Bonus Tip 1: Always Bring a Copy of your Host Introduction with You**

You can write a fantastic introduction, but if the busy host misplaces it the day of the event and gets up there and wings it, all your effort was in vain. Always bring an extra copy with you. Make sure it's in large print, easy to read, and before you go on, ask the emcee if he or she has your introduction. If not, you can just hand it over. (This will seriously separate you from the speaker pack and have hosts take notice.)

## **Bonus Tip 2: Adjust Your Opening Remarks as Necessary**

If the emcee botches your intro (it happens!), think fast, because you need to convey the credibility that was supposed to have been established during your introduction. You could do this by mentioning that your business broke the six or seven-figure mark or that you never thought when you started that you'd have more than 200 people in your mentorship program.

If, on the other hand, your emcee does a stellar job of establishing your credibility, then you have the wonderful opportunity to get up there and emphasize your vulnerability, which, along with continuing to build on your credibility, is the goal of your opening remarks.

This is powerful because when someone whom we expect to be larger than life is instead humble and real, we're surprised and delighted and we like and trust that person even more. Also, it allows people to relate to you better and realize that if you can do it, they can too. Remember, we buy from people we feel like we know and that we like and trust to deliver. So, even this early on in your presentation, you're setting the stage for record sales.