

Attention-Getters

Introductory Attention-Getters

There are many ways to get the listener's attention. Write attention-getters that fit your presentation for several examples below. Decide later which one to use. Choose the attention-getter to *fit the message, group and situation*.

A Story (E.g. "We all have different fears. I met a person who had disciplined herself to learn courage. She had overcome her fear of water by finishing a course in deep-sea diving. Now she's ready to defeat her fear of public speaking. Controlling one fear has given her courage to control another fear.") _____

A Startling Statement (E.g., "If you avoid public speaking because you are afraid today, you will be even more afraid tomorrow., Avoiding it will be a relief for you. It is likely that the next time you get stage fright, you'll run again. Each time you run away, it becomes harder to defeat your fears.") _____

Statistics (E.g., "Authors of *The Book of Lists* asked 3,000 Americans, 'What's your greatest fear?' 41% answered: 'Speaking before a group' ") _____

A Quote (E.g., Thomas Fuller said, "If you have knowledge, let others light their candles at it.") _____



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A Challenge (E.g., "Tonight I'm going to tell you about my experiences with stage fright. I'm wondering if you can identify the common mistake I made in all three instances?") _____

Anecdote (E.g., "An anonymous New York taxpayer sent a letter to the state Comptroller's Office saying he had cheated on his income tax ten years ago and had not been able to sleep since. He enclosed \$25 and added a note: If I still can't sleep, I will send the balance. (PAUSE) Today I'd like to talk with you about fear and income tax . . .") _____

Familiar Saying (E.g., As Ralph Waldo Emerson said, "Hitch your wagon to a star", and believe you can accomplish whatever you wish . . .") _____

Reference to Common Experience with Humor (E.g., "Most of you know what it feels like to be nervous . . . I'd like to share some of mine with you now!") _____

Question (E.g., "Do you know what Americans fear most? According to *The Book of Lists*, it is the fear of public speaking.") _____

Limerick (E.g., "If you think you are beaten, you are. If you think you dare not, you don't. If you'd like to win, but think you can't, it's almost a cinch you won't.") _____

