



Introduction Template

Yes! It's that easy! Fill in the lines and keep it simple:

Why you? Why are you speaking instead of anyone else? What are your credentials?

Why this topic? Why is this topic relevant in today's marketplace?

Why this audience? What is the significance to them?

Why now? Why does this audience need to know you and your information **now**?

A good introduction should;

- ◆ Position you and your expertise properly in the minds of the attendees
- ◆ Clearly identify your topic
- ◆ Be succinct and accurate, with just the right amount of detail
- ◆ Set the scene and build energy
- ◆ Entice the listener with just a taste of what's to come