

# **WHEN WRITING AN EFFECTIVE INTRODUCTION THAT RELATES TO YOUR *SPEECH*, ASK YOURSELF FIVE QUESTIONS**



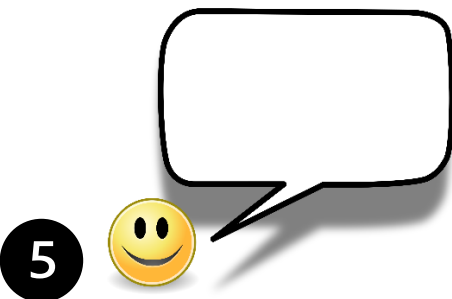
**HOW** can I create a common bond  
... a connection with my audience?

**HOW** long should my introduction be?  
Answer? 30 to 45 seconds.



**HOW** am I qualified to speak on this specific  
subject? For example: The topic is “oranges” and I’m qualified  
because I’ve been an orange farmer in Florida for 20 years.

**WHAT** can my audience expect?



**WHAT** will the audience take away  
after they’ve heard my speech?