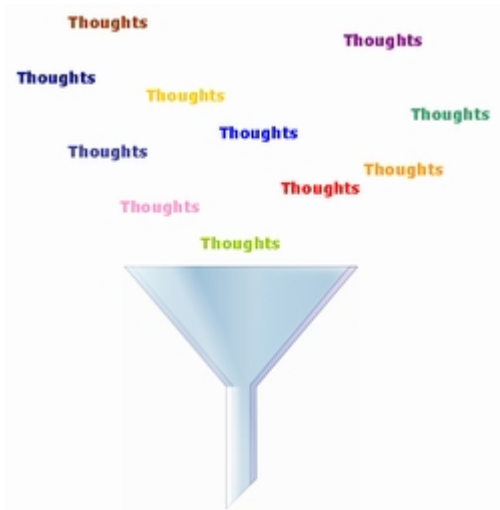


A Good Presentation Starts With A Funnel



Have you ever run out of gas and tried to fill your gas tank from a container? Then you will know the difference a funnel makes!

Put simply, the funnel enables you to get just about **all the contents** into the tank. You avoid wasting half of it running back on your clothes and onto the ground.

If you want to deliver a good presentation, remember the funnel! If your first few sentences are not carefully thought out, both as to content and delivery style, you will **lose a lot of attention**.

On the other hand, your first few introductory sentences, when properly crafted and delivered in the right way, will act like a funnel, getting all your thought content into the minds of your audience without wasting a drop!

Put Yourself In The Place Of Your Audience

Consider your audience for a moment. They have arrived and taken their seats. They are waiting for the program to start. **Where are their thoughts?** Probably here, there and anywhere.

Are they worrying about some personal **problem**? Are they thinking about what they are going to be **doing** later that day? Has **someone** or **something** near them caught their attention?

This is the state of things when you stand up before an audience. How important to catch all these scattered thoughts and then channel, funnel the attention of your audience directly into your subject.

How can this be done in a good presentation?

A good presentation **grabs the attention** of the audience from the first word. With all those thoughts floating through the air, realize your job as the speaker is to collect all those thoughts and **funnel the attention** of the audience into your subject - all without wasting a drop.

Here Are The Do's And Don'ts:

- **DO** take a second or two to look at the audience and smile before you start speaking. This creates anticipation.
- **DO** take a deep breath and pause before your first sentence so you relax and your voice is relaxed.
- **DO** look around your audience first and get eye contact.
- **DO** deliver your first couple of sentences with increased volume and power.
- **DO** fine tune the wording of your first couple of sentences so your word choice grabs attention.
- **DO** find some fascinating, surprising, or shocking facts, or a thought provoking question, or a great anecdote or story to relate to start off.
- **DON'T** launch into your introduction the second you arrive at the front. You will catch the audience unawares.
- **DON'T** use a soft, apologetic tone of voice that is more suitable when having a private chat with a friend.
- **DON'T** look down at your notes and start speaking as if you are unaware there is an audience in front of you.
- **DON'T** skip on careful preparation of the first few words or you may well deliver them stumbling and groping for the right words. Hardly a good start!
- **DON'T** just start talking about your subject in a roundabout way.
- **DON'T** rush up to the front and as you are arranging your papers or adjusting the microphone, start speaking.

So let's put all that in a logical sequence:

1. Arrive at the front with a measured pace, take a deep breath, pause, look around the audience and smile.
2. Put punch, power and volume into your first couple of sentences.
3. Having researched a great lead-in, practice it, memorize it and deliver it with confidence, without stumbling.