

HOW TO GIVE A **KILLER** INTRO



In Only 2
Ways?!



Big Mistake:

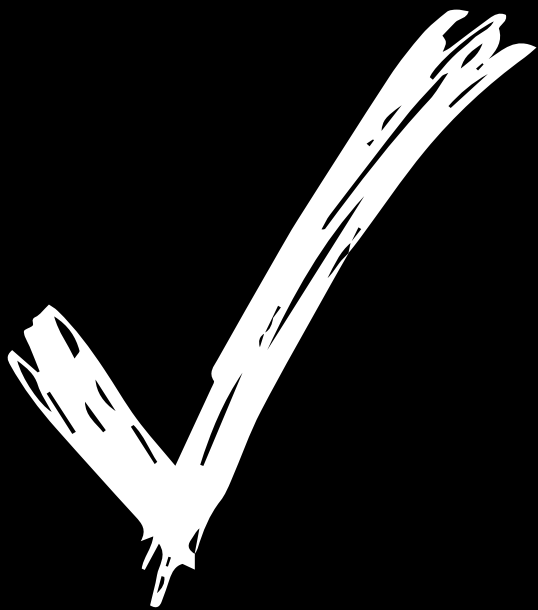


Focusing on
How to Open

*"Should I tell a story? Joke?
Really deep rhetorical
question?"*



INSTEAD:



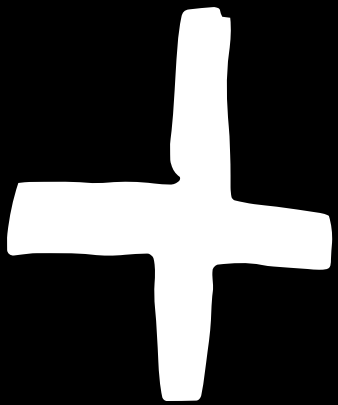
Focus on
Creating an
Emotional Need

The "How" will follow.



2 WAYS!

Create:



Excitement
(Positive Need)

OR



Frustration
(Negative Need)



EXCITEMENT

Explain why
things are **GREAT**.

Leave them
wanting **MORE**.



EXCITEMENT

Example 1:

“Our sales went up 50% this past month for 3 reasons...”

Now they **need** to
know how



EXCITEMENT

Example 2:

"With my new model, we will save \$1 million next quarter"

Now they **need** to
know why



FRUSTRATION

Explain why
things are **BAD**.

Leave them
wanting **BETTER**.



FRUSTRATION

Example 1:

*“Complaints have gone up
60% in the last 6 months”*

Now they **need** to
know your fix



FRUSTRATION

Example 2:

“Our data strategy is one of the most outdated in the industry”

Now they **need** to know your solution



REMEMBER:

A Great Intro

Creates a **NEED**

*That your
Presentation **FILLS***



Want to
LEVEL UP
Your
Presentation
Game?



Christopher Chin

***Click Here* For Your Free 30 min call**

