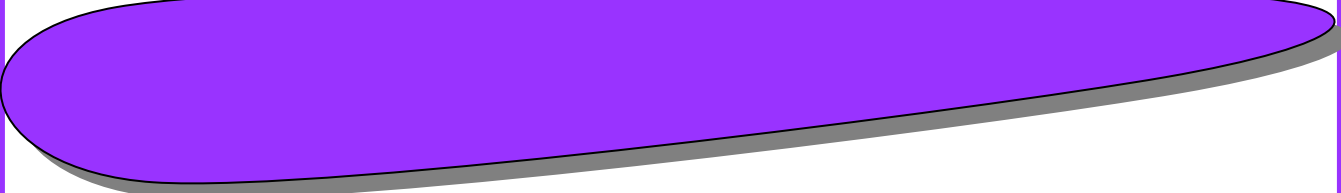




Patricia Fripp's Opening Options... the Techniques

Patricia Fripp, CSP, CPAE

- 1. Story**
- 2. A little known fact**
- 3. Interesting statistic**
- 4. Powerful quotation**
- 5. Rhetorical question**
- 6. Relate to situation, introduction, introducer**
- 7. A challenge**
- 8. Startling statement**
- 9. Relate to corporate report/program/headlines**
- 10. Tie into the meeting theme**
- 11. Bold claim or promise**
- 12. Find immediate connection to the audience**
(So what – Me too!)
- 13. Recommendation first (business presentations)**

- 
- 14. S**ignificance of your topic
 - 15. A** needed explanation
 - 16. M**ention what is on the mind of the audience
 - 17. R**ead a letter or review
 - 18. T**ransport them to a different place or time... "Imagine..."
 - 19. D**ictionary definition of words in the theme
 - 20. C**ompliment the audience
 - 21. R**elevant joke (not recommended unless original)
 - 22. R**efer to something earlier in the program
 - 23. R**emember a special date or cause
 - 24. P**oem/Song

Patricia Fripp's Theatrical Choices within the Structure

- Once upon a time
- Begin with the end in mind
- In medius Res (Latin for "into the middle of things")
- Past – Present – Future
- 5 questions

Express Yourself with Flair: Increase the Speed with Which You Succeed

Patricia Fripp, CSP, CPAE

527 Hugo St.

San Francisco, CA 94122

(415) 753-6556

www.fripp.com

pfripp@ix.netcom.com