

CHAPTER 7

Opening Contract Builder

Earn attention, establish relevance, and show direction. Begin with something useful rather than an introduction that delays the message.

Attention First line question situation or demonstration

Relevance Why this matters to this audience now

Direction The destination and route I will make audible

Bridge into the first major point

Opening running time _____ Total presentation time _____

Use roughly 10 percent of the time as a planning guide, adjusting to the event. Rehearse the first minute aloud. Remove unnecessary biography, extended thanks, and nervous throat-clearing.

What a listener expects after hearing this opening

Request a presentation review to strengthen your opening, close, and next useful action.

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Purposeful Close Builder

Build the close as the partner to the opening. Protect it when time changes or Q&A runs long.

Return Bring back the core idea

Resolve Fulfill what I opened and complete the meaning

Request Make the next realistic step clear

Bridge from Q&A back into the close

Final line End with purpose then trust the silence

Closing running time _____ Time reserved for Q&A _____

Listener test: What was the message, why did it matter, and what should happen next?

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