

## The Introduction

Introductions are your best chance to catch your audience's attention, and should include:

- An attention getter
- A topic introduction
- An establishment of your credibility
- A thesis statement
- A preview of your main points

### Grab your audience's attention:

- Relate the topic to the audience. Your audience will pay attention to something that relates to them directly. To accomplish this, try using vivid language, statistics, making your subject personal, or asking a rhetorical question.  
Example: "Close your eyes and imagine you are trapped in a cold, dark cell..."  
Example: "Have you ever felt so stressed out during finals that you thought you couldn't make it through that last exam?"
- Use quotations or stories. A quotation or story is also an effective and easy way to pique the interest of the audience.  
Example: "As Abraham Lincoln once said, "a house divided against itself cannot stand."

### Introduce your topic:

- After you have the audience's attention, reel them in with an introduction to your topic.  
Example: "Liberating an animal from a lonely life in the shelter released my interest in pet adoption."

### Establish credibility:

- Credibility is the audience's perception of whether a speaker is qualified to speak on a given topic. Credibility can be based on your own life experiences, affiliations, or scholarship.  
Example: "Protecting animals from cruelty has always been very personal to me. During my time as a volunteer with the Humane Society, I saw many animals that had been neglected."

### State your thesis:

- A thesis statement identifies the main idea and the purpose of the speech.  
Example: "Today, I'm going to discuss the advantages of adopting animals you're your local Humane Society."

### Preview your speech:

- The preview is an articulation of the presentation's main points.  
Example: "First, I will talk about the history of the Humane Society, next I will explain their impact in Mt. Pleasant, and then I will call on you to consider pet adoption or a financial donation."

Adapted from:

Introductions & Conclusions. (2017) *Agnes Scott Center for Speaking and Writing*. Retrieved from <https://www.agnesscott.edu/writingandspeaking/handouts/speaking.html>