Match the headings below with the correct paragraphs.

1. **Summarize key takeaways**
2. **Tell a personal story**
3. **Transitions between presentation points**
4. **Show the audience how it benefits**
5. **Start with a 'thank you'**
6. **Hook your audience with a bold statement**

Heading:

instead of ending your presentation with a thank you, try starting with one. By welcoming your audience and thanking it for attending your presentation, for giving you the opportunity to speak or make a pitch to it, you start the whole thing off with a positive first impression.

Heading:

Get your audience on board with listening by making a bold statement to hook its attention. Examples of strong hooks include short, yet surprising or motivational stories, thought-provoking analogies or metaphors, shocking statistics related to the presentation topic or even unique yet inspiring quotes by well-known figures from the past or present.

Heading:

Strategic transitions will help an audience move from one idea to the next. To bridge the gap between a hook and the rest of the presentation, try asking, for example, open-ended and rhetorical questions that push the audience to ponder about what is coming next.

Heading:

Telling a brief, personal story early in a presentation is an effective way to connect with an audience. When people hear the speaker tell his or her own story, they tend to pay attention. Plus, telling a 60- to 90-second narrative shows the audience you're invested in the topic and opens an opportunity to show you're passionate about the information you're presenting. If you don't have any personal experience with the topic, you can substitute a historic story, a fable or an anecdote, instead.

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Heading:

Why should the audience care? You've grabbed its attention with a hook, and you've transitioned to a personal story to which it can relate. Now you want to engage audience members with how the advice or plan presented will benefit them, their business, their loved ones or their financial stability. Once the audience envisions the positive outcome, it will start to believe in the possibility.

Heading:

After you've presented the primary content, it's important to summarize the presentation's key takeaways before transitioning to a strong end. Let the audience know you're starting to wrap things up, and make sure it's on board with what it should take away from the presentation, using simple, straightforward language.

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