

# Young Markets

## Presentation Tips & Tricks Opening Remarks and Closing Actions

*Effective Presentations*

No. 5 in a series of 6



1. Your opening should catch their attention and make them want to listen.
2. Tell them why they should be listening.
3. Never start with an apology, it undermines your authority.
4. Use a rhetorical question.
5. Start with a relevant quote.
6. Use a personal anecdote.
7. Tell them what you are going to tell them.
8. Tell them.
9. Tell them what you told them.
10. Close with a call to action.



For more hints tips and advice on effective business presentations and our ebook "A to Z of Effective Business Presentations" go to [www.businesspresentation.biz](http://www.businesspresentation.biz)

**Remember: Most people will only remember 3 things  
— make sure they remember the right 3 things**

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