Learning from *Saturday Night Live* to Start Your Speech

The opening of *Saturday Night Live* is much anticipated and always engaging. Consider the formula they use:

First, a "cold" open. There's no warm up. No toes in the water. They just jump in with the opening skit (usually one of the most memorable of the night).

Then, following the catchy "Live from New York, it's Saturday night!", the host introduces herself and the musical guest, and sets the agenda for the show.

Can you apply this formula to start your speech?

First, TEASE your audience from the second you open your mouth. And open their eyes to something new, different, and even entertaining. Pique their interest. Immerse your audience into the action from the opening second with a verbal splash of cold water. With a powerful 30- to 60-second opening, your audience will be engaged to stay tuned for more.

Then, you can then formally introduce yourself, and give your audience an overview of your speech. It's important they know up front why your speech is important to them.

Let's examine those first thirty to sixty seconds. What's a TEASE?

What is a TEASE Speech Opening?

"Immerse your audience into the action from the opening second with a verbal splash of cold water."