

A good introduction is crucial: it can make the difference between a good program and a great program. Your job as the “introducer” is to not only let the audience know that somebody special is coming up next, but to make them excited about Brad before they even meet him. Introductions are important, so your energy and timing are important.

- Make sure Brad is in the room (and ready to go) before you introduce him.*
- Read the **entire** introduction word-for-word. It includes information to which Brad will refer.*
- If you would like to make announcements, please do so before you start the introduction. (When you say the words, “please welcome Brad Montgomery” the program will start. You can’t go back. ☺)*
- Brad will joke about himself during introduction —while you are speaking. Don’t be surprised. Generally speaking, every time you see a “*” in the script, pause long enough for Brad to deliver a prepared comment. You don’t have to do anything other than allow him time to make the joke.*
- Speak loudly, clearly, and slowly.*
- The more energy you put into the intro, the better it will be. Let the audience know that YOU are excited to see this program.*
- Have fun. Brad appreciates your help more than you may guess. ☺*

INTRO SCRIPT:

Raise your hand if you think using your sense of humor helps you *excel* at work.

Keep your hand up, if *you* are excellent at using your sense of humor at work.

Our (next) speaker is an expert in connecting happiness to success. He got his start as a full-time, professional magician and comic. * Since then, as a *Business Speaker* he has spoken to groups in all 50 states and on 4 Continents. * Aside from being one of the *most sought after* speakers on the Circuit today, Brad is an author, blogger, and happiness-at-work expert. * Clients as diverse as IBM, PROCTER & GAMBLE, Shell Oil, and MICROSOFT have laughed with this award-winning, inspiring and very funny speaker. * He’s one of 130 speakers world-wide who have been inducted into the Speaker Hall of Fame. Please welcome a dad.... A husband..... **and**... a ***recent finalist*** in the **Publisher's Clearinghouse Sweepstakes**. * From Denver, Colorado. . . . **Brad Montgomery!**