

TO THE 9's

9 Ways to Engage: SCRIPT CONNECTIONS

These tips will assist you to engage attention, and hold it!

- 1 SET EXPECTATIONS:** Tell your audience what they will take away from your message. What are the [number] of things Keys/Secrets/Tips/Points/Tools worth paying attention to and remembering? Begin with telling them: “From/With this article/session/exercise, you will learn (1) ...; (2) ...; and (3) etc.
- 2 MANAGE TIME:** Set expectations for how long they must commit. Then, take less than the time allotted. Your audience will prepare to listen or act for the time you suggest, and they will be happy to wrap up earlier than expected.
- 3 USE PAUSES:** When you make a key statement, pause—take a pregnant pause—to allow the idea to develop. If speaking, wait a moment in silence to see how people receive it. In writing, begin your ideas with a question (“How many times have you ...”) and follow your idea with a thought provoking wrap (“Like we all know...”). Give your audience the chance to *catch* each sentence. While silence gives your audience a chance to digest the information, a pause gives them permission to participate. It’s a non-verbal invitation for questions, comments, interruptions that encourages interaction and puts people at ease.
- 4 VARY TONE:** Align your tone with your audience—more casual or formal, depending on who you are engaging. When speaking, change your voice tone to emphasize information, making it obvious to your audience when you deliver a key point. In writing, highlight information by using **bold** or inserting headings, use color, or other tools.
- 5 USE NUMBERS:** Your audience will pay attention when you say, “There are three solutions for this situation. Number 1 is... Number 2 is... Number 3 is...” Every time you list a number, it re-engages your audience’s attention and helps them to take note. And it satisfies expectations (see number **1**).
- 6 REPEAT BENEFITS:** Remind your audience of what you just told them by stating the benefit—not just the feature—they will receive from the information in different ways through your presentation or article.
- 7 ADD EMOTION:** Engage the “inner child” of your listener by using emotional words. “I’m thrilled to bring you this exciting chance to do something you love.” And smile!
- 8 TELL TALES:** Weave a story that aligns with and interests your audience. Get them to engage visually and with a memory—get them to *think* and *feel* “Me too!”
- 9 ADD SURPRISE:** Do something unexpected. Dramatically change the tone, the mood, the tempo. Or bring in an activity—even one that requires participation. When you add an element of surprise, you get attention and your audience becomes more alert.