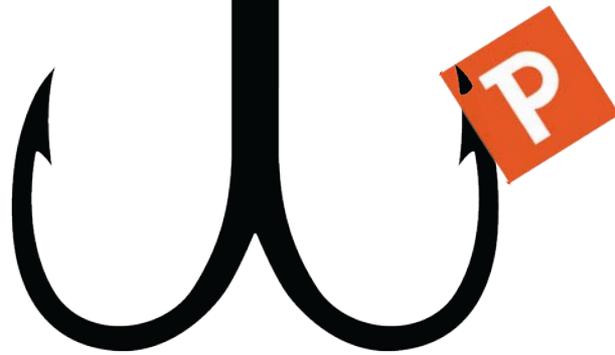


Set  
your

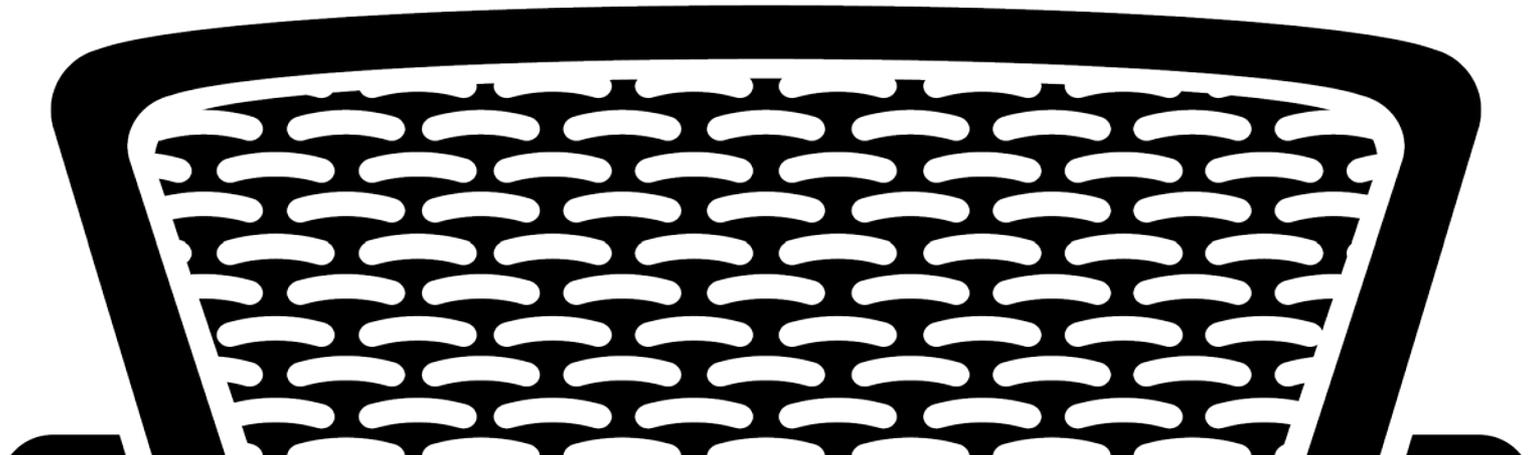
HOOK



how to start  
a great  
presentation.

*a great hook gets you*

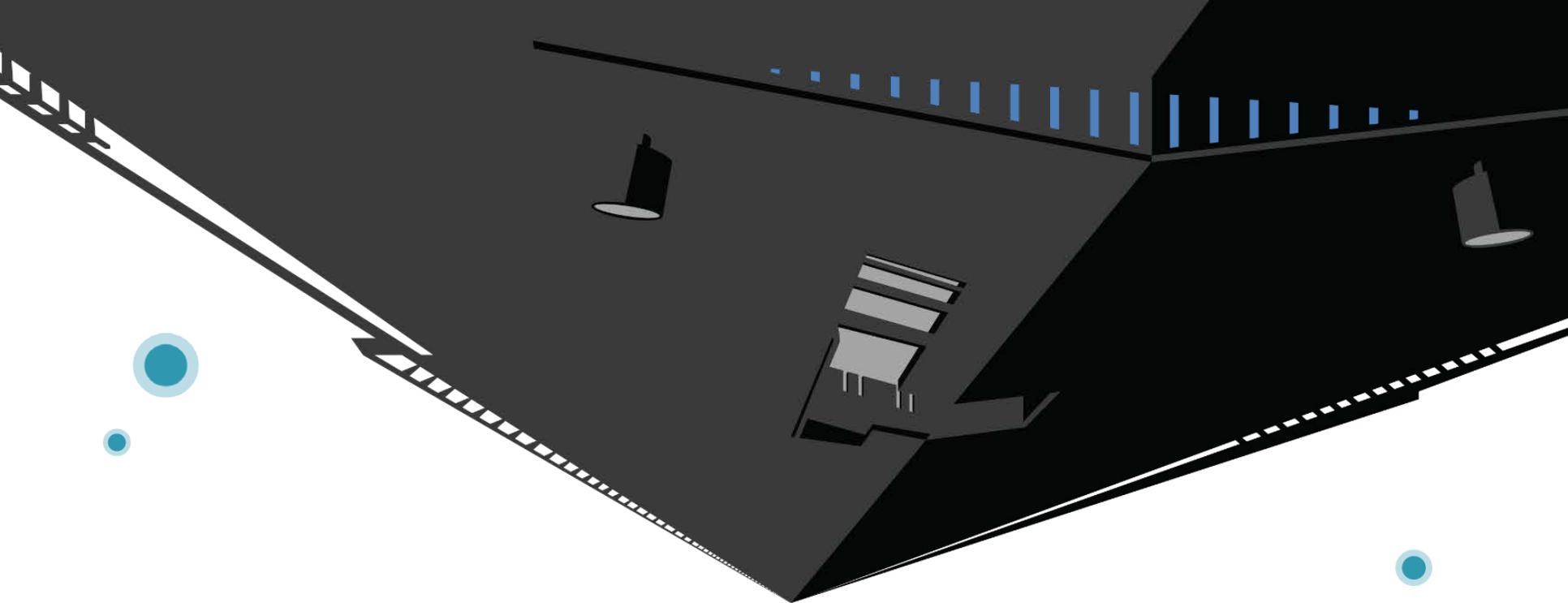
# **ON THE EDGE OF YOUR SEAT**



and gives you

**A SENSE OF WHAT'S COMING**





**THIS WAS A GREAT HOOK**



# Agenda

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- 7:45-8:30 Registration
- 8:30-9:30 Welcome & Morning Session
- 9:30-10:45 Morning Session 1
- 10:45-11:45 Morning Session 2
  - Sales
  - Retail Store Comparisons
  - Budget
  - Corporate Goals and Structure
- 11:45-12:00 Morning Session Wrap-up
- 12:00-1:00 Lunch
- 1:00-2:45 Afternoon Session 1
- 2:45-4:00 Afternoon Session 2
- 4:00-4:30 Closing Reception

THIS IS <sup>z</sup>NOT.

z z

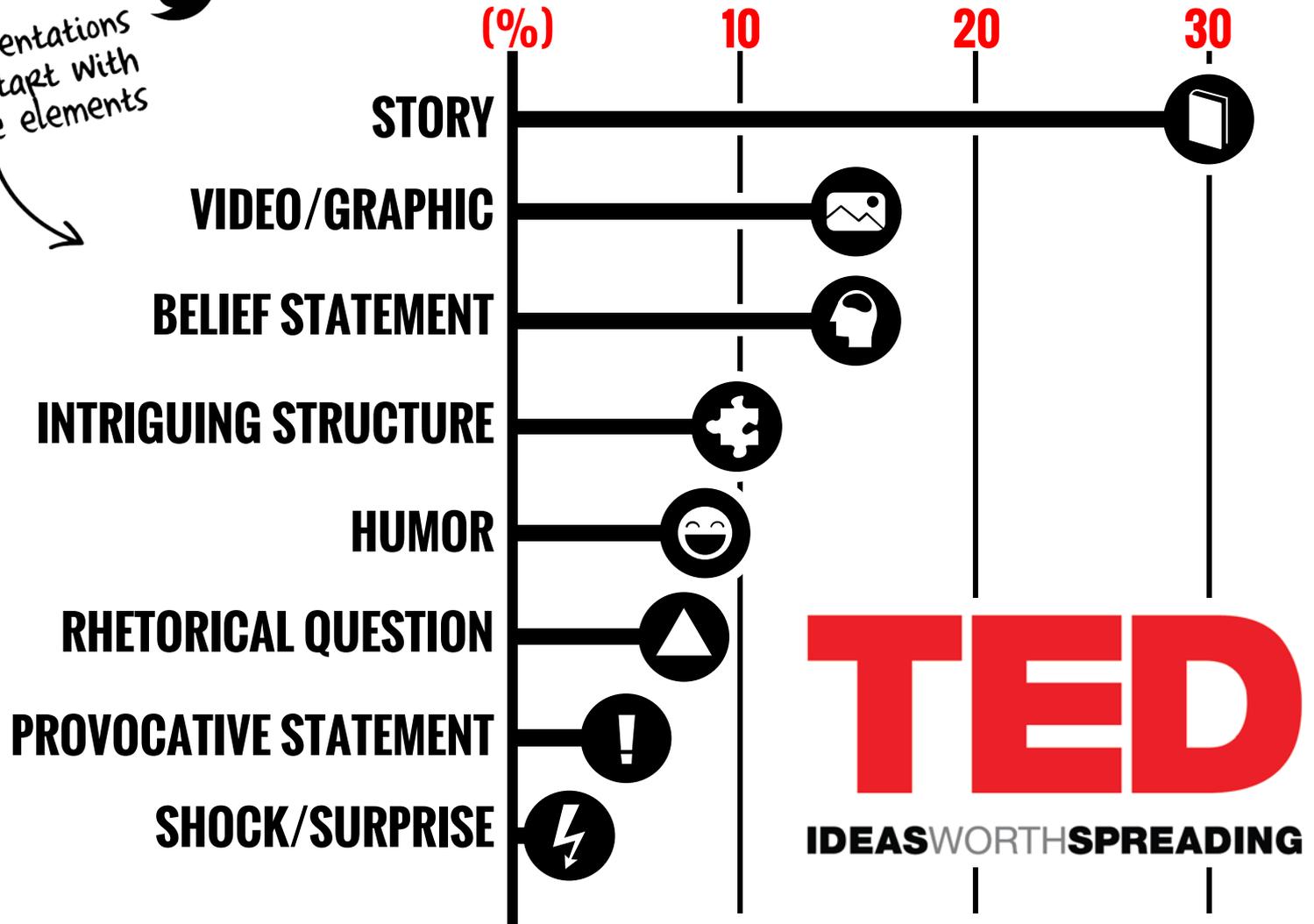
**WHO  
NEEDS A  
GREAT HOOK?**

**EVERYONE.**

The word 'EVERYONE.' is written in a large, bold, black, sans-serif font. Each letter has a pair of cartoon eyes on it. The eyes are white circles with black outlines and purple pupils. Some eyes are positioned above the letters, some below, and some are placed between the letters. For example, the 'E' has two eyes above it, the 'V' has two eyes below it, the 'R' has two eyes below it, the 'Y' has two eyes above it, the 'O' has two eyes above it, the 'N' has two eyes below it, and the 'E' at the end has two eyes below it. The period at the end also has two eyes above it.

# HOW DO GREAT PRESENTATIONS START?

The top presentations on TED all start with one of these elements 



# 8 GREAT HOOKS

## STORY



Usually a personal story that relates to the subject at hand. It humanizes the speaker and gives them credibility on a subject.

## VIDEO/GRAPHIC



Pictures can be worth a thousand words and grab your audience at the same time. They are useful to carry through the theme of your talk.

## BELIEF STATEMENT



A pithy statement that captures your views on the topic, and entices the audience to come along on the journey with you.

## INTRIGUING STRUCTURE



Laying out the highs and lows (and the path between) of your story upfront, can create a sense of drama.

## HUMOR



Difficult to pull off, in the right hands it's a mixture of a provocative statement and a surprise, wrapped together and delivered well.

## RHETORICAL QUESTION



A way to get the audience thinking and bring them into your presentation easily. "What's your vision...?"

## PROVOCATIVE STATEMENT



The edgier kissing cousin to the belief statement, it's a stimulating point of view that opens up the presentation.

## SHOCK/SURPRISE

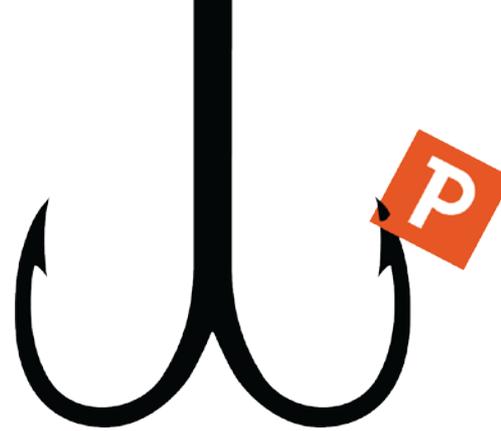


Get your audience on the edge of their seats (in a good way) and hearts thumping, with a shock or surprise (particularly a fact).

*Ask yourself for your next presentation*

**ARE YOU PAYING ATTENTION TO  
YOUR HOOK?**

A vertical black line runs down the right side of the page. A hand is shown gripping this line, with the fingers wrapped around it. The hand is positioned such that the line forms the letter 'O' in the word 'HOOK' in the main text below.



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