



HOW TO
SPEAK
SO PEOPLE
LISTEN



Grab their
attention and
get your message
heard



MIKE CLAYTON

Speaker's Checklist: Attention Grabbers

- Necessary responsibility
- Agenda laid out
- Relevant insight
- Bizarre fact
- Surprising insight
- Shocking revelation
- Pressure relieved
- Advice requested
- Guilt assuaged
- Pain alleviated
- Conscience pricked
- Promise made
- ... fulfilment teased
- Secret shared
- Secret withheld
- Problem solved
- Mystery established