

KEYNOTE INTRO Brad Montgomery Productions 303.691.0726

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 or have anything else that needs to be said, 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. Because a good intro is crucial. ☺

INTRO SCRIPT:

Raise your hand if you think happiness helps you *excel* at work.

Keep your hand up, if *you* are excellent at making yourself happy.

Our (next) speaker is an expert in connecting Happiness to your bottom line. 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.

He’s one of 130 speakers world wide inducted into the Speaker Hall of Fame. \* Aside from being one of the *most sought after* speakers on the Corporate 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. \* Please welcome a dad.... A husband..... *and*... a *recent finalist* in the **Publisher's Clearinghouse Sweepstakes**. \* From Denver, Colorado. . . .  
. **Brad Montgomery!**