

# INTRODUCTION

We have a very special guest tonight. He is an accomplished ventriloquist, magician, singer, and comedy performer.

He was inspired to become an entertainer by watching the *Ed Sullivan Show*, and studied the art forms of ventriloquism and magic while serving in the U.S. Army.

After the proudly serving our country in Japan, Germany and Korea, he took his act on the road. He has delighted audiences of all ages from Hollywood to New York and all across this great Country.

Let's give a big round of applause for **Ron Johnson!**

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## Tips for a Great Introduction:

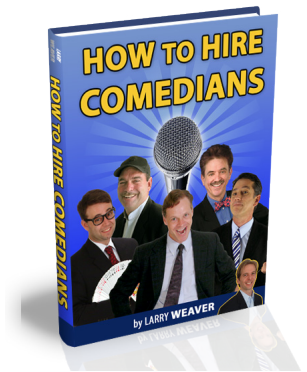
A proper introduction is crucial to a successful performance. The introduction builds excitement and sets the tone for the entire performance. This is an important task.

You or someone from your organization needs to introduce the comedian or speaker. If you don't feel up for the task, feel free to delegate this responsibility. Just make sure the person you select follows these important rules:

- Read over the introduction beforehand and practice reciting it aloud. Ask the performer about the correct pronunciation of their name.
- If you have a buffet or bar, the introduction is *not* the time to announce *last call* for food and drinks. Make that announcement at least 5–10 minutes before showtime (adjust timing based on crowd size).
- When you approach the microphone, give everyone a few minutes to settle down. Ask the audience to turn off all cell phones ringers and keep chatter to a minimum.
- Don't worry about being funny. The comedian will handle that.
- Be energetic! You're excited about the entertainment, right? Build the anticipation by showing genuine enthusiasm during your intro.

Excerpted from the book "How to Hire Comedians" by Larry Weaver.

Get your FREE copy at [www.larryweaver.com/comedians](http://www.larryweaver.com/comedians)



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