

# Introduction – Leslie Norris Townsend

Our guest tonight explains...”I didn’t choose comedy, it chose me!”

This mother, wife and business woman has continuously made laughter the core of her life’s mission – to take all of life’s challenges and make them an adventure.

Her 20 plus television credits include the *Tonight Show*, *Comedy Central* and *Star Search*. Throughout the years she has proven that her unique style of “church clean, club funny” material will work in any venue.

Please welcome with a BIG round of applause, **Leslie Norris Townsend!**

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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. Wait as long as needed for everyone to be seated and to quiet down.
- 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)

