

# Introduction – Joshua Lozoff

It is my pleasure to introduce our very special guest. He has been studying and sharing magic around the world for over fifteen years.

Recently, he was one of only two magicians invited to perform at the World's Fair in Japan. And for three years in a row, his one-man show broke box office records by selling out every performance.

If he looks familiar to you, it might be from his years as an actor on shows like *Cheers*, and movies such as *Clueless*. We're thrilled to have him with us tonight.

Please welcome with a BIG round of applause, **Joshua Lozoff!**

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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 entertainer 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 entertainer 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)

