

Introduction – Larry Weaver

It is my pleasure to introduce our guest speaker. He's an entrepreneur, author and professional comedian. Over the past 25 years, he has headlined over 1,000 performances in 37 states, sharing the stage with entertainment legends like Faith Hill, Ray Romano, Chris Rock and *"Weird Al" Yankovic*.

An early expert in Search Engine Marketing and Ecommerce, his business insights have been quoted in *Inc. Magazine* and the *Wall Street Journal*. Through the website FunAwards.com he sells an original line of corporate awards in over 60 countries worldwide, from Mozambique to Malta.

You can hear him daily on Sirius XM radio's "Laugh USA" and "Great American Comedy." Please help me welcome with a big round of applause, *Larry Weaver!*

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

