

# Start Strong, End Strong

The first and last words that you say when addressing an audience are some of the most important. With your hook, you want to grab your audience's attention and with your conclusion, you want to reinforce your key message. In the space below, identify three hooks that you might use to introduce your research. Then, write three conclusions. In at least one conclusion, try to incorporate elements of your hook, which will strengthen your message as a whole. Some ideas for hooking your audience include (but are not limited to):

Describe a "what if" scenario	Use the word "imagine"
Tell a personal story	Describe something surprising about your work
Explain what excites you about your work	Use a metaphor
Ask the audience rhetorical questions	Connect to a common experience

HOOK #1

CONCLUSION #1

HOOK #2

CONCLUSION #2

HOOK #3

CONCLUSION #3

