

Openers

Start with a bang.

Question

Ask an alluring question.

Quote

Gain credibility by quoting a powerful person who believes in the same idea.

Story

Help spread your idea with a story your peers would love to share.

Meet [hero who's like use] ...
who dreams of ...
runs into a wall ...
then overcomes it ...

Bold

Start with a shocking fact.

Openers

Pitching Tesla cars.

Question

What's faster than a Ferrari, more comfortable than a Mercedes, and more reliable than a Lexus?

Quote

"Why can't you just start at awesome?"

- Men's Health

Story

Meet Andy, a hard-working guy who dreams of owning a sports car.

It was never practical since he has a big family.

With a Tesla, he can now comfortably take all his kids to school and still drive faster than a Ferrari.

Bold

Tesla is now worth more than Chrysler, Ford, GM, Ferrari, Honda, and Volkswagen combined!

Openers

Pitch Shorter Meetings

Question

What would you do if you got 23 extra hours every week?

Quote

“If you’re not adding value to a meeting, walk out or drop off the call.”

- Elon Musk

Story

Meet Alec. He works hard as a Sr. Director of a Pharma company.

He wants to spend more time with his family but is stuck in meetings.

Alec shortens all his meetings and batches them all during weekday afternoons. He’s thrilled to find time to get work down and be there for his family.

Bold

Executives spend 23 hrs a week in meetings.

Openers

Tips

Which?

Questions are the easiest way to start your meeting.

Stories the most powerful but difficult.

Attention

Create tension to gain attention.

No time?

Find pre-designed slides with questions, quotes, and stories at www.brantio.com

Practice

1

STEPS

Question
Quote
Story
Bold statement

2

FUN TOPICS

Create an opener for pitching Tesla cars.

Create an opener for pitching YouTube.

Create an opener for pitching mouthwash.

3

WORK TOPICS

Create an opener for shorter meetings.

Create an opener for your project update.

Create an opener for a problem your team is facing.



You did it!

You didn't have to download this packet.
To read this far. To take time and more
importantly, attention, out of your day.

But you cared. Cared enough to want to
make a difference.

The world needs more people who care
like you. To step up. To take the leap.

With gratitude.

- Anwell Tsai
Founder and CEO of Brantio
www.brantio.com

What's next?

Make it happen!

Play the Openers Challenge

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