

6 Qualities of Speech Titles That *Sizzle*... and Sell!

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**I. Communicate a
distinct benefit/
solution.**

2. Spark curiosity.

3. Establish credibility.

**4. Demonstrate your
(or your presentation's)
uniqueness.**

**5. Appeal to target
client's needs/
challenges.**

6. Create a sense of urgency or action.

Bonus Tips/Resources

- Read this series on creating “Magnetic Headlines” at CopyBlogger.com (since speech titles are much like headlines):
<http://www.copyblogger.com/magnetic-headlines/>
- Check out the cover of Cosmo magazine at the grocery store - see if you can implement any of their attention-getting techniques
- Review the titles of best-selling books at 800CEORead.com - book titles need to get your attention just like speech titles do