5

Biggest Pitching Mistakes To Avoid

!

Thanks for joining the recent Pitch workshop!

Here's a quick checklist of mistakes that are regularly made during pitches. These are the errors to avoid: be sure they don't happen for you!

Add these tips to the great tools you've learned already, and you'll be well on the way to convincing your audience and getting the result you want.

Don't miss out on all the tools available online at;
tiny.cc/pitchworkshop

5 Biggest Pitching Mistakes To Avoid

1

Looking at the screen behind you, which disconnects you from the audience.

We do this because we are feeling nervous and want re-assurance.

Place the computer in front of you, to help you remember the storyline.

Practice with the computer in front of you, so that it becomes a habit to look down at the computer and back to the audience, not turn to the screen.

2

Speaking too fast: no silence and no space for the audience to think.

We speak too quickly when nervous, or we have too much to tell.

Keep some 'air' around the important facts, and cut content to the essentials.

Record yourself pitching and listen to see if you are speaking too fast. If so, do the pitch again, concentrating on speaking slower.

3

Not knowing what you will say in the first 60 seconds.

Pitches go wrong in the first seconds, because the speaker has not planned the very first 2–3 sentences, and it's a moment of high stress.

Write down and say out loud your first 3 sentences. Do they sound really professional? Test out also with a colleague and get feedback.

Memorise the first sentences, so that you don't have to think.

4

Not having some planned sentences to finish the pitch professionally.

The last 20 seconds of your pitch is the last thing they will remember. Yet many pitches finish weakly: 'Well... that was it... any questions...?'

Have a clear plan for the end of your pitch: make clear what they've seen, and what is your Call To Action.

Finish with a clear 'Thank You.' Then they know they should clap!

5

Over-running the time allowed for the pitch.

Most pitches take too long – which tells the audience, 'I think my time is worth more than yours.' Not a great message to send!

Make a script of 130–140 words per minute. Got too much stuff to tell? Don't just speak faster! Cut some content and sharpen the story.

Practice your pitch against a loud alarm and prepare for 5% less time.