

Pitch Coach
Creator of The Pitch Canvas©
Co-founder Pitchy

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2400+ Startups & Scaleups

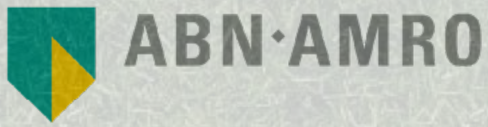
RAISED OVER €450MILLION



31 Countries

TRAINED 36,000+ PEOPLE

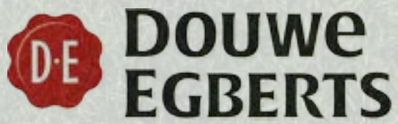

























Canon
WIDE
IMAGING
STEREO


GREAT IDEAS
NEED A VOICE



This is a **DO** workshop

not just a think session



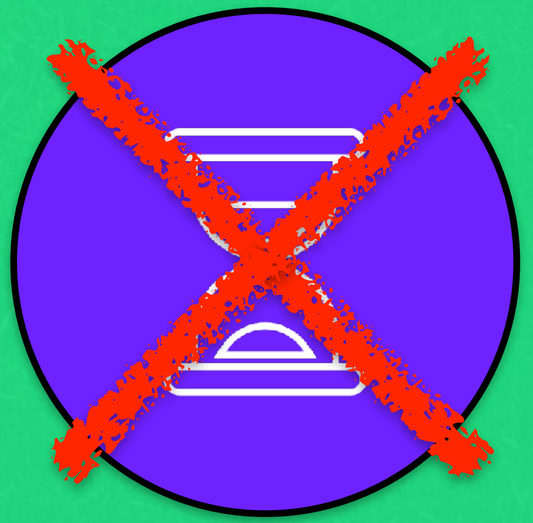
ACTION STEP

this means
I'm going to ask you
to do something!

The Tools
YOU'LL USE

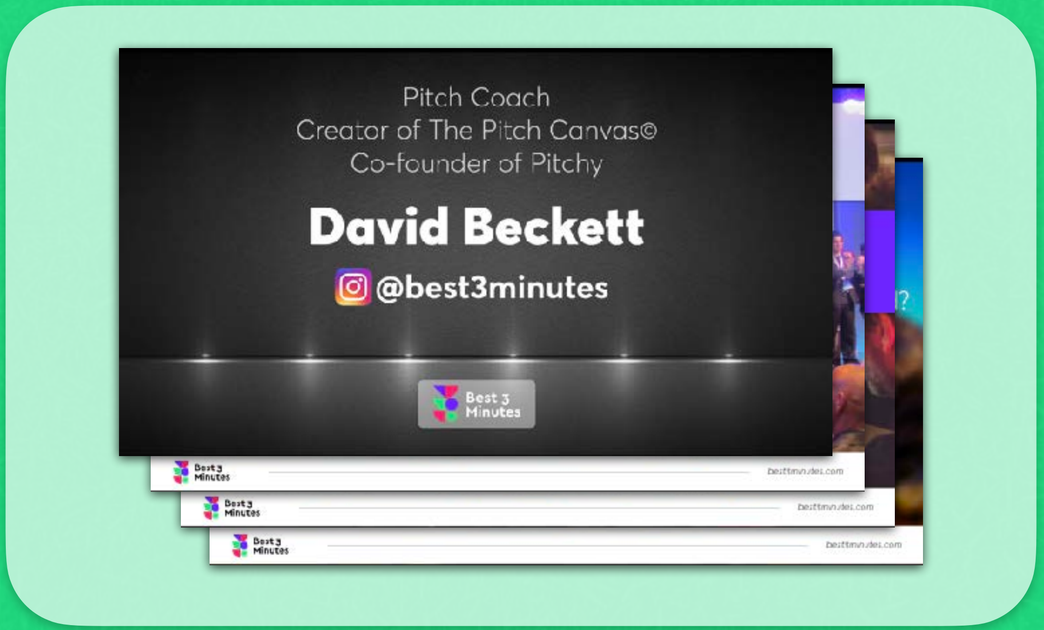






You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
You can ask
ANY TIME



ACTION STEP

Pitch yourself in
30 Seconds to someone you
don't know so well

When the 30 seconds are
finished, **switch**!

No Other Instructions

LET'S DO IT!



ACTION STEP

Pitch yourself in
30 Seconds to someone you
don't know so well

When the 30 seconds are
finished, **switch**!

No Other Instructions

LET'S DO IT!



Who are we pitching to?

Why are we pitching?

What should we pitch?

What is **A PITCH?**

Which **words** you think of when you hear the word **‘Pitch’?**



David Beckett

A Pitch is a **Time-Pressured** Presentation with a **Clear Ask** and a **Personal Edge**

The most frequent pitch
YOU WILL EVER MAKE




2



25 Seconds - 4 sentences

THE HANDSHAKE PITCH



The Question...

"WHAT DO YOU DO?"

The basis of
ANY GREAT PITCH



Someone who **doesn't know**
about you or your skills



They understand
EVERYTHING...?

The basis of
ANY GREAT PITCH



Someone who **doesn't know**
about you or your skills



They ask
Questions

Three elements

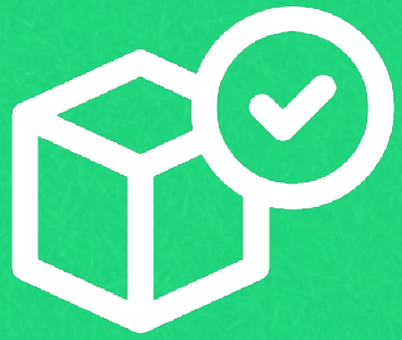
COMMUNICATE YOUR VALUE



SKILLS



CHARACTER



WHAT YOU DELIVER



ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What **skills** do you bring?

How do you do your work **(character)**?

What's can you **deliver** to a potential employer?

Skills, Character, Deliver

SKILLS

Project Management

IT integration, Programming

Growth Hacking, Digital Marketing

Data Analysis

User Experience

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Skills, Character, Deliver

CHARACTER

Personal communication style

Firestarter - get things moving

Completer - finish to the last full stop

Team builder

Strategic thinker

Skills, Character, Deliver

DELIVER

The result of Skills x Character

Projects done on time

Problems solved

Data secure and accurate

Happy team, project success

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ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What **skills** do you bring?

How do you do your work **(character)**?

What's can you **deliver** to a potential employer?

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FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

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How do you do your work **(character)**?

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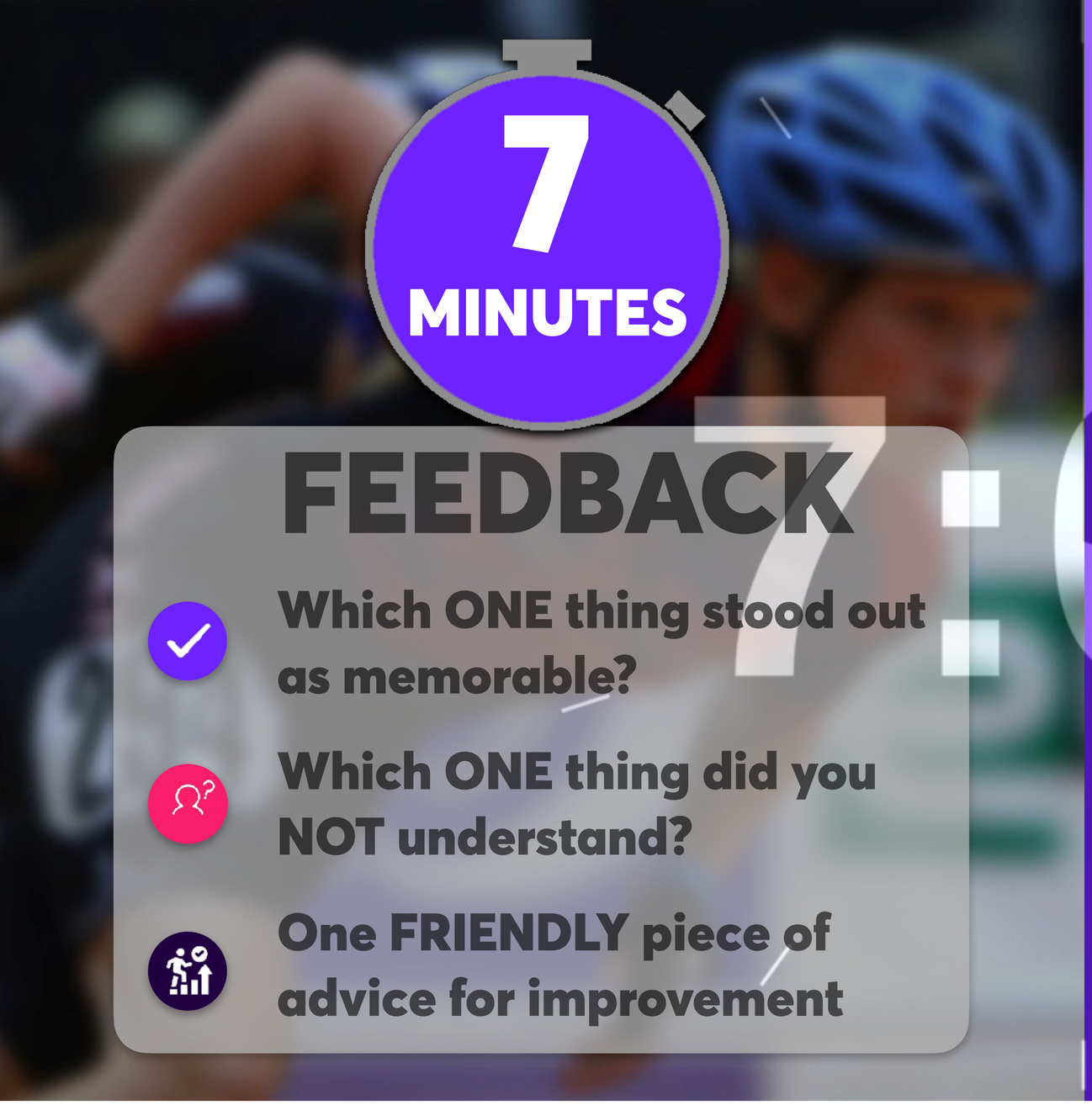

ACTION STEP

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25 seconds, 4 sentences

What do **you** do?

What **skills** do you bring?

How do you do your work **(character)**?

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Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Anyone want to share
WHAT YOU LEARNED?


You've just gone through the
BEST WAY TO PRACTICE



Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What stood out?



What did you not understand?



Friendly advice for improvement


Prepare you for any
ANY TIME-PRESSURED PITCH


TOOLS

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down the
the next important pitch
you have coming up

and one sentence on
WHO you will pitch it to

(Important Pitch = a moment
you need to **persuade**
someone to **take action**)



ACTION STEP

Write down the
the next important pitch
you have coming up

and one sentence on
WHO you will pitch it to

(Important Pitch = a moment
you need to **persuade**
someone to **take action**)


TOOLS

OPEN-3-CLOSE©

Pitch Model

The Open-3-Close© Pitch Model

Who is your **AUDIENCE**

Establish your **OBJECTIVE**

BRAINSTORM with Post-It Notes

Opening



THE POWER OF THREE

Closing



The Open-3-Close© Pitch Model



Who is your
AUDIENCE



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



ACTION STEP

Write down in 2 minutes who the **audience** is for your pitch

---

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What do they **already** know?

What might be their biggest **objection?**



ACTION STEP

Write down in 2 minutes who the **audience** is for your pitch

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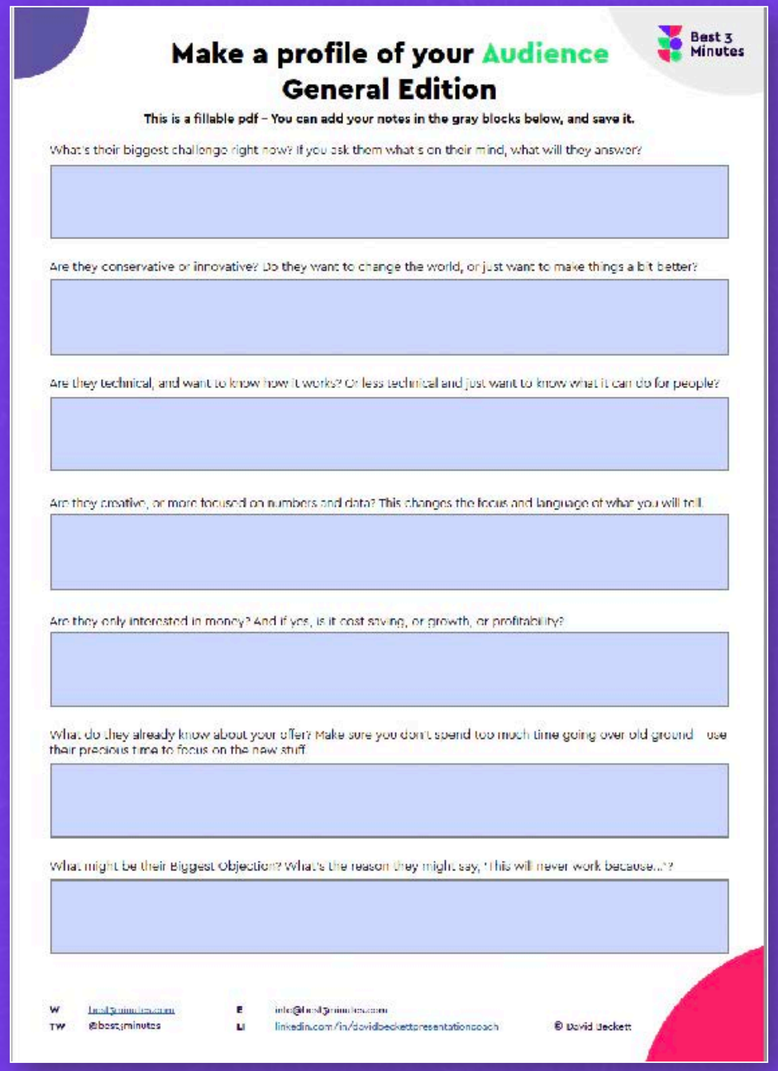

Make a profile of your Audience
General Edition

Best 3 Minutes

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

What's their biggest challenge right now? If you ask them what's on their mind, what will they answer?

Are they conservative or innovative? Do they want to change the world, or just want to make things a bit better?

Are they technical, and want to know how it works? Or less technical and just want to know what it can do for people?

Are they creative, or more focused on numbers and data? This changes the focus and language of what you will tell.

Are they only interested in money? And if yes, is it cost saving, or growth, or profitability?

What do they already know about your offer? Make sure you don't spend too much time going over old ground – use their precious time to focus on the new stuff.

What might be their Biggest Objection? What's the reason they might say, "This will never work because..."?

W best3minutes.com
TW @best3minutes
E info@best3minutes.com
LI linkedin.com/in/davidbeckettpresentationcoach

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Make a profile of your audience

Fillable pdf downloads available

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The Open-3-Close© Pitch Model







WHAT'S YOUR OBJECTIVE?

What do you want them to **do**?

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

"What could they **do** at **09:30** on a Monday morning?"



WHAT'S YOUR OBJECTIVE?

Agree to plan a **follow up** meeting

Provide **introductions**

Agree to a **pilot**

Sign a **deal**



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

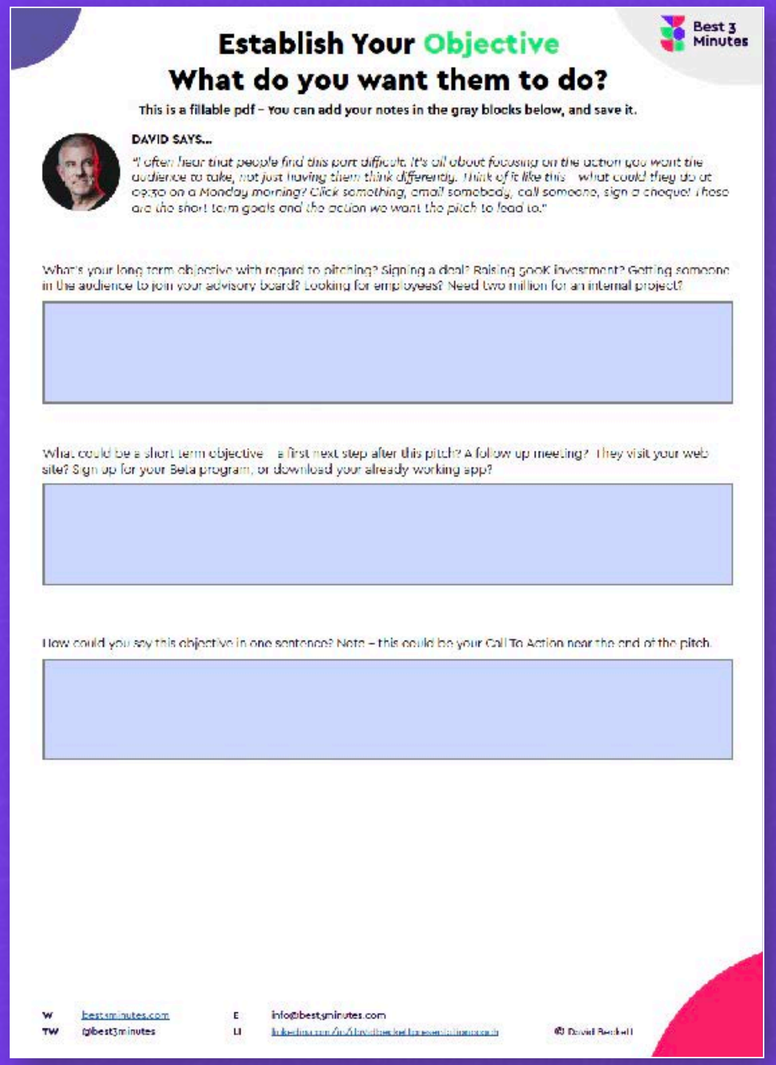
Focus on **Action** - not just thinking differently



ACTION STEP

Write down in 1 minute what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently



Best 3 Minutes

Establish Your Objective
What do you want them to do?

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

DAVID SAYS...

"I often hear that people find this part difficult. It's all about focusing on the action you want the audience to take, not just having them think differently. Think of it like this – what could they do at 09:30 on a Monday morning? Click something, email somebody, call someone, sign a cheque! These are the short term goals and the action we want the pitch to lead to."

What's your long term objective with regard to pitching? Signing a deal? Raising 500K investment? Getting someone in the audience to join your advisory board? Looking for employees? Need two million for an internal project?

What could be a short term objective – a first next step after this pitch? A follow up meeting? They visit your web site? Sign up for your Beta program, or download your already working app?

How could you say this objective in one sentence? Note – this could be your Call To Action near the end of the pitch.

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LI [illegible]
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Write down your Objective

Fillable pdf download available

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The Open-3-Close© Pitch Model



Who is your
AUDIENCE



Establish your
OBJECTIVE



BRAINSTORM
with Post-It Notes

How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?

How long will YOU spend preparing presentations?

38 MONTHS 🤬





...of your working life

Best 3 Minutes

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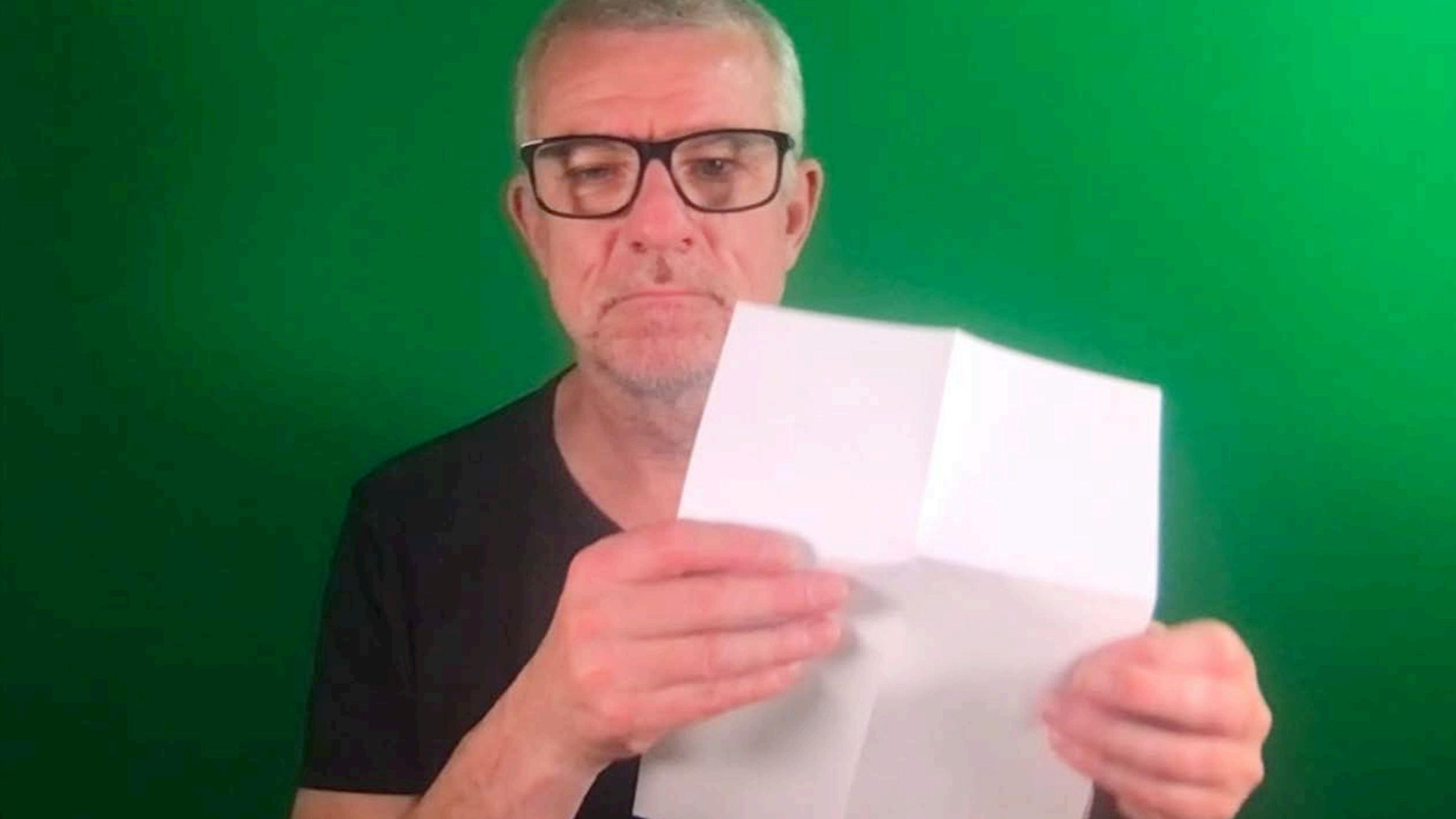
STOP!


Don't Open
POWERPOINT
Until you know what you
are going to say...



Use POST-IT NOTES To Build Your Storyline





Use POST-IT NOTES To Build Your Storyline



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Which topics should be in

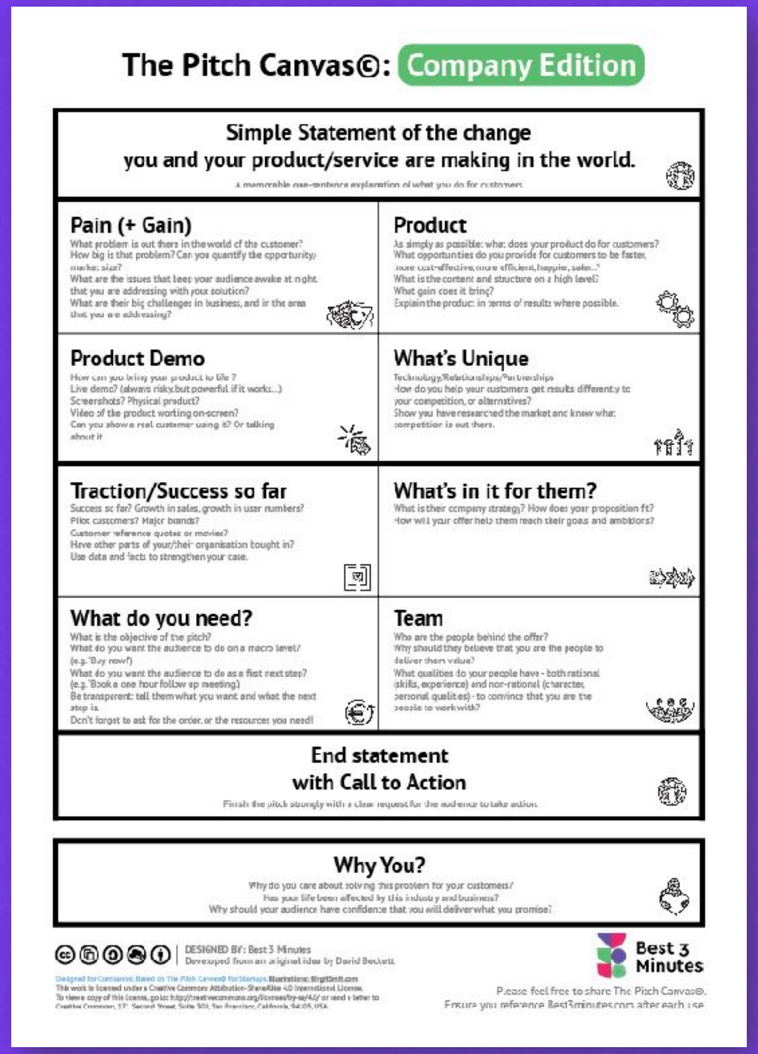
YOUR WINNING PITCH?

Process

HOW?

Content

WHAT?



The Pitch Canvas©: Company Edition

Simple Statement of the change you and your product/service are making in the world.

A memorable one-sentence explanation of what you do for customers

Pain (+ Gain)

What problem is out there in the world of the customer?
How big is that problem? Can you quantify the opportunity: market size?
What are the issues that keep your audience awake at night that you are addressing with your solution?
What are their big challenges in business, and in the area that you are addressing?

Product

As simply as possible: what does your product do for customers?
What opportunities do you provide for customers to be faster, more cost-effective, more efficient, happier, safer...?
What is the content and structure on a high level?
What gain does it bring?
Explain the product in terms of results where possible.

Product Demo

How can you bring your product to life?
Live demo? (always risky but powerful if it works...)
Screenshots? Physical product?
Video of the product working on-screen?
Can you show a real customer using it? Or talking about it

What's Unique

Technology/Relationships/Partnerships
-how do you help your customers get results differently to your competition, or alternatives?
Show you have researched the market and knew what competition is out there.

Traction/Success so far

Success so far? Growth in sales, growth in user numbers?
Pilot customers? Major brands?
Customer reference quotes or movies?
Have other parts of your/their organisation bought in?
Use data and facts to strengthen your case.

What's in it for them?

What is their company strategy? How does your proposition fit?
-how will your offer help them reach their goals and ambitions?

What do you need?

What is the objective of the pitch?
What do you want the audience to do on a macro level? (e.g. 'Buy now!')
What do you want the audience to do as a first next step? (e.g. 'Book a one hour follow up meeting')
Be transparent: tell them what you want and what the next step is.
Don't forget to ask for the order, or the resources you need!

Team

Who are the people behind the offer?
Why should they believe that you are the people to deliver them value?
What qualities do your people have - both rational skills, experience) and non-rational (character, personal qualities) - to convince that you are the people to work with?

End statement with Call to Action

Finish the pitch strongly with a clear request for the audience to take action

Why You?

Why do you care about solving this problem for your customers?
Has your life been affected by this industry and business?
Why should your audience have confidence that you will deliver what you promise?

DESIGNED BY: Best 3 Minutes
Developed from an original idea by David Beckett

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Best 3 Minutes

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Ensure you reference Best3minutes.com after each use

THE PITCH CANVAS©

Company Edition

Copies Available

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



PROGRESS/ VALIDATION



THE ASK



WHY YOU?





PAIN

What's the
Human Result
of the problem
you're solving?



PAIN

"We built a parking app, which integrates sensors using Internet of things technology, and it's all on the blockchain, and we use open Api's to…"



PAIN

"In **major cities**, like Amsterdam, Berlin & Tokyo, it takes drivers over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Be specific

PUT A NUMBER ON IT



"It wastes a lot of hours"

"They have to make a lot of calls"



"It takes up to 72 hours"

"They have to make up to 10 calls"

Be specific
PUT A NUMBER ON IT

"It creates a lot of CO_2"

"There is a lot of energy inefficiency "

"It creates X Million Tonnes CO_2"

"Up to 20% of energy is lost through inefficiency"


nuventura
04:53
04:53



ACTION STEP

Brainstorm: write down
at least **7 things** about the **PAIN**

Who are the **customers**?

What **problems**
do they face today?

How much time, money, frustration,
waste, lost opportunity?

Don't think too much:
just write

best3minutes.com/briskr



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at least **7 things** about the **PAIN**

Who are the **customers**?

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Don't think too much:
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best3minutes.com/briskr



PRODUCT

'Product' = Project, Proposition, Partnership

How do you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the 'product'

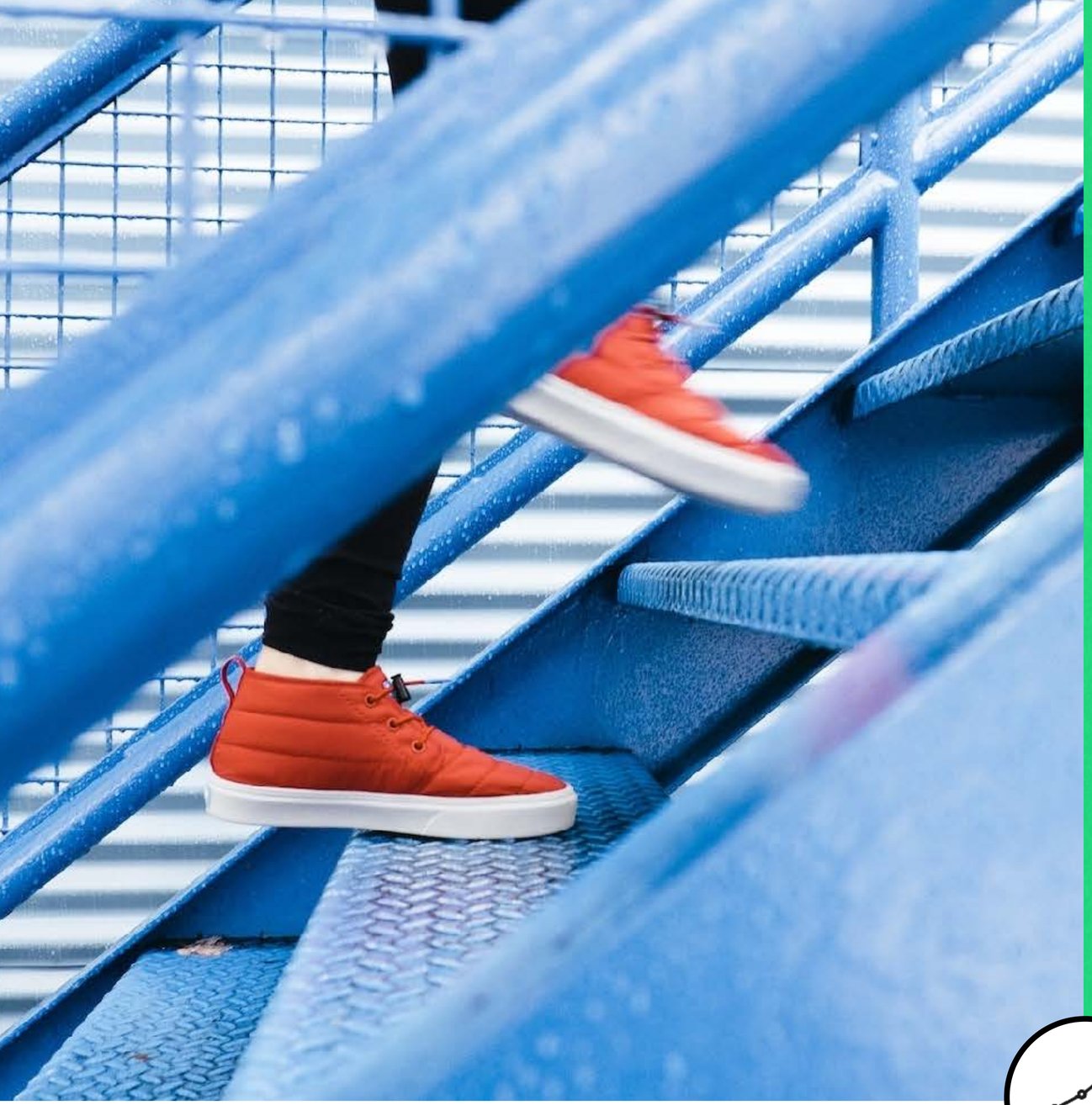


UNIQUE

What's **special** and **new** about your proposition?

Technology, **partnerships**, **complete** solution?

(Any competitors to mention?)



TRACTION

Who's already **buying**?

Recognisable brands?

Numbers of users or customers? **Growth?**

Support within the **organisation?**



EARLY STAGE VALIDATION

Customer **Interviews**?

Online **Experiments**?

How have you/will you **engage** with potential **customers**?



WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting**?

Support from **other departments?**

ONE LAST THING...





WHY YOU?

What's your **personal motivation** to offer this proposition?

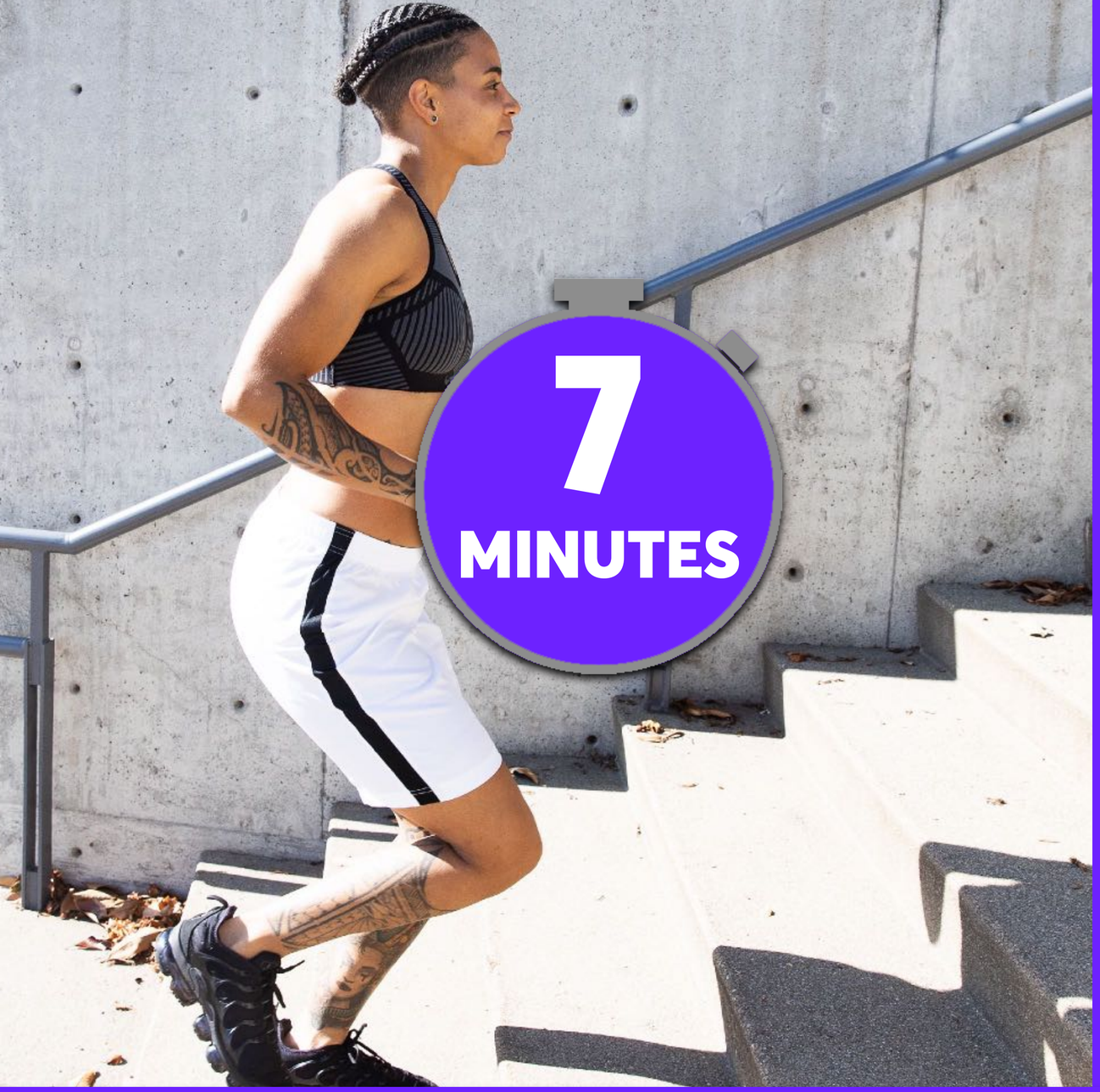
Why did you **start** this in the first place?



WHY YOU?

What makes **you excited** about your proposition?

Your **Enthusiasm** Counts!



ACTION STEP

Brainstorm: write down at least **3 points** for each of the following;

Product/Project/Proposition
What's Unique
Traction/Validation
What do you need?
Why You?

Goal: 2-minute pitch about the overall proposition

best3minutes.com/briskr



ACTION STEP

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Product/Project/Proposition
What's Unique
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What do you need?
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Goal: 2-minute pitch about the overall proposition

best3minutes.com/briskr


Let's put the thinking
INTO ACTION!



ACTION STEP

Prepare a **120 Second** pitch with the following;

Pain
Product
What's Unique
Traction/Validation
Why You
The Ask

120 seconds = 18 sentences.



ACTION STEP

Prepare a **120 Second** pitch with the following;

Pain
Product
What's Unique
Traction/Validation
Why You
The Ask

120 seconds = 18 sentences.



ACTION STEP

TEST your **120 Second** pitch with the following;

Pain
Product
What's Unique
Traction/Validation
Why You
The Ask

120 seconds = 18 sentences.

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ACTION STEP

TEST your **120 Second** pitch with the following;

Pain
Product
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best3minutes.com/amsbsch


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?



Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What
stood **out**?



What did you
not understand?



Friendly advice
for improvement

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

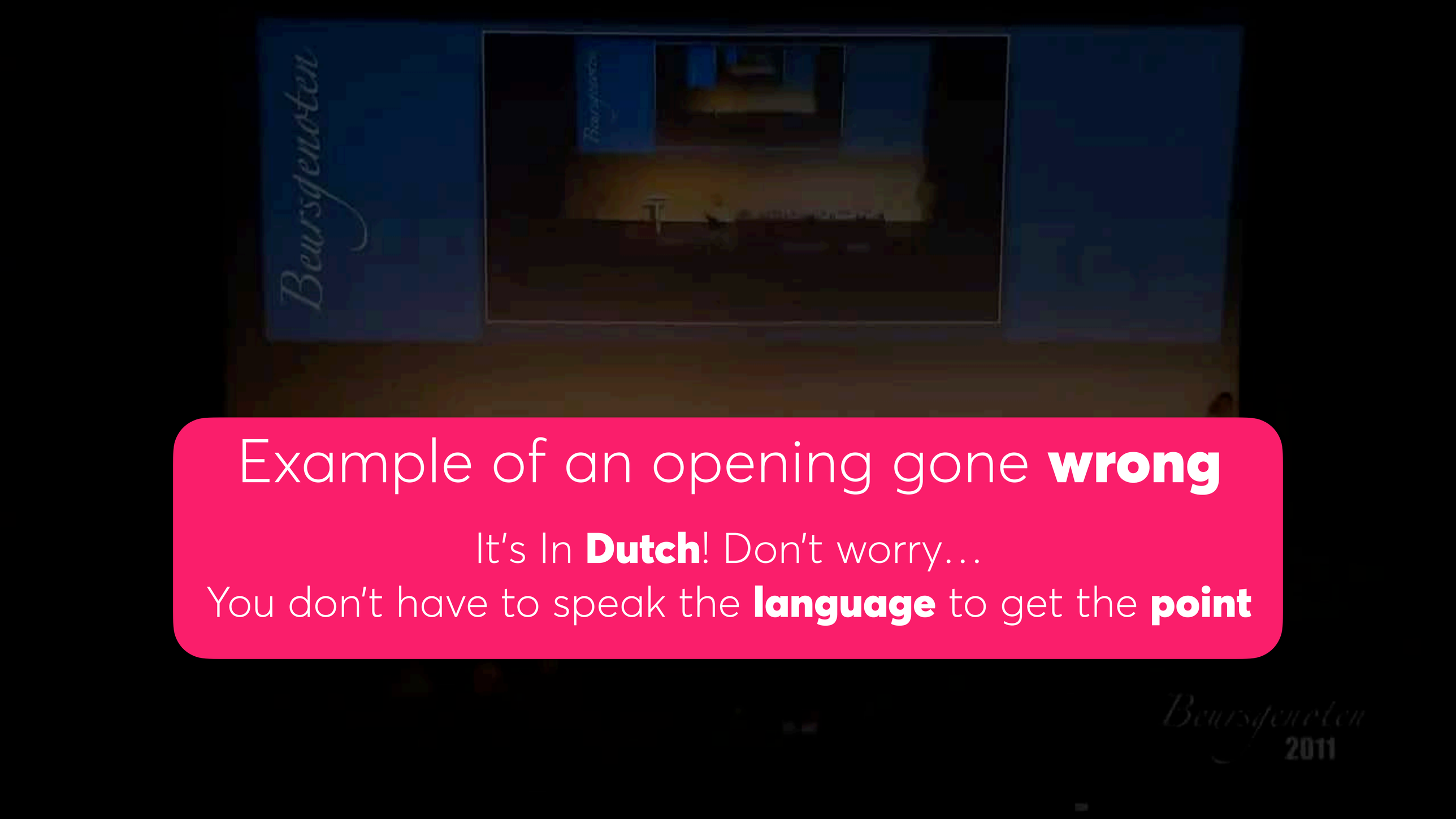
Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening

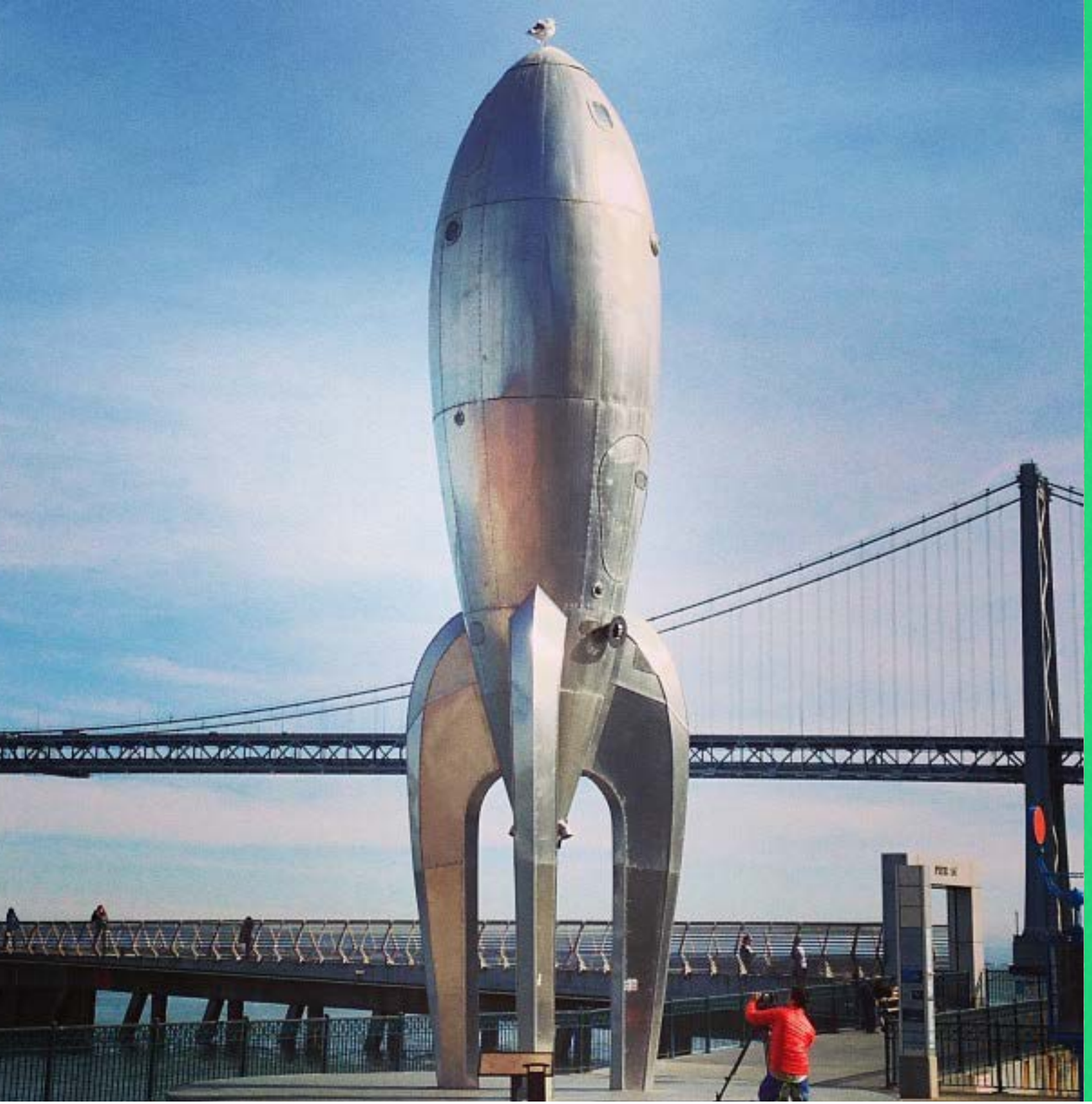



Make the first word count
OPEN POWERFULLY



Example of an opening gone **wrong**

It's In **Dutch**! Don't worry…
You don't have to speak the **language** to get the **point**



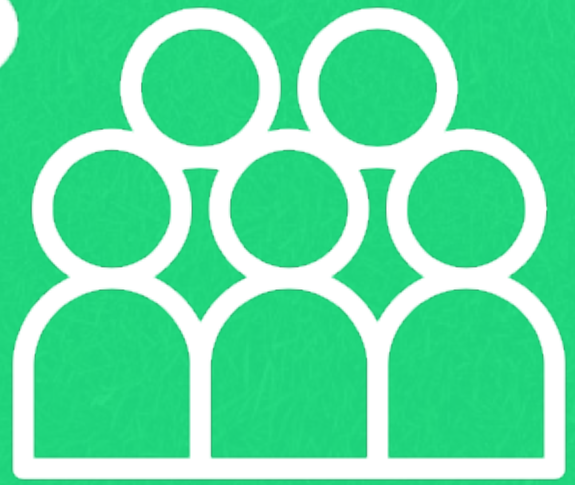
The first 20 seconds buys

ATTENTION

Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*





A professionally planned opening from
The Great Bubble Barrier


POSTCODE
LOTTERY
€500,000
TO THE WINNER OF THE GREEN CHALLENGE 2018

Quantify
THE PROBLEM



mobypark

The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

Simply

BE PROFESSIONAL

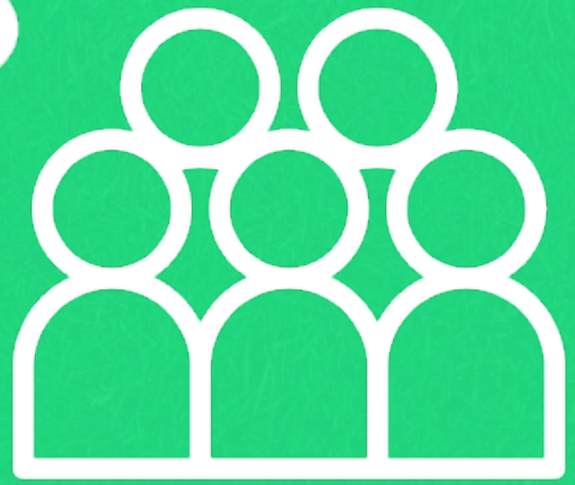
SADDL



Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*





ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences



ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences

5



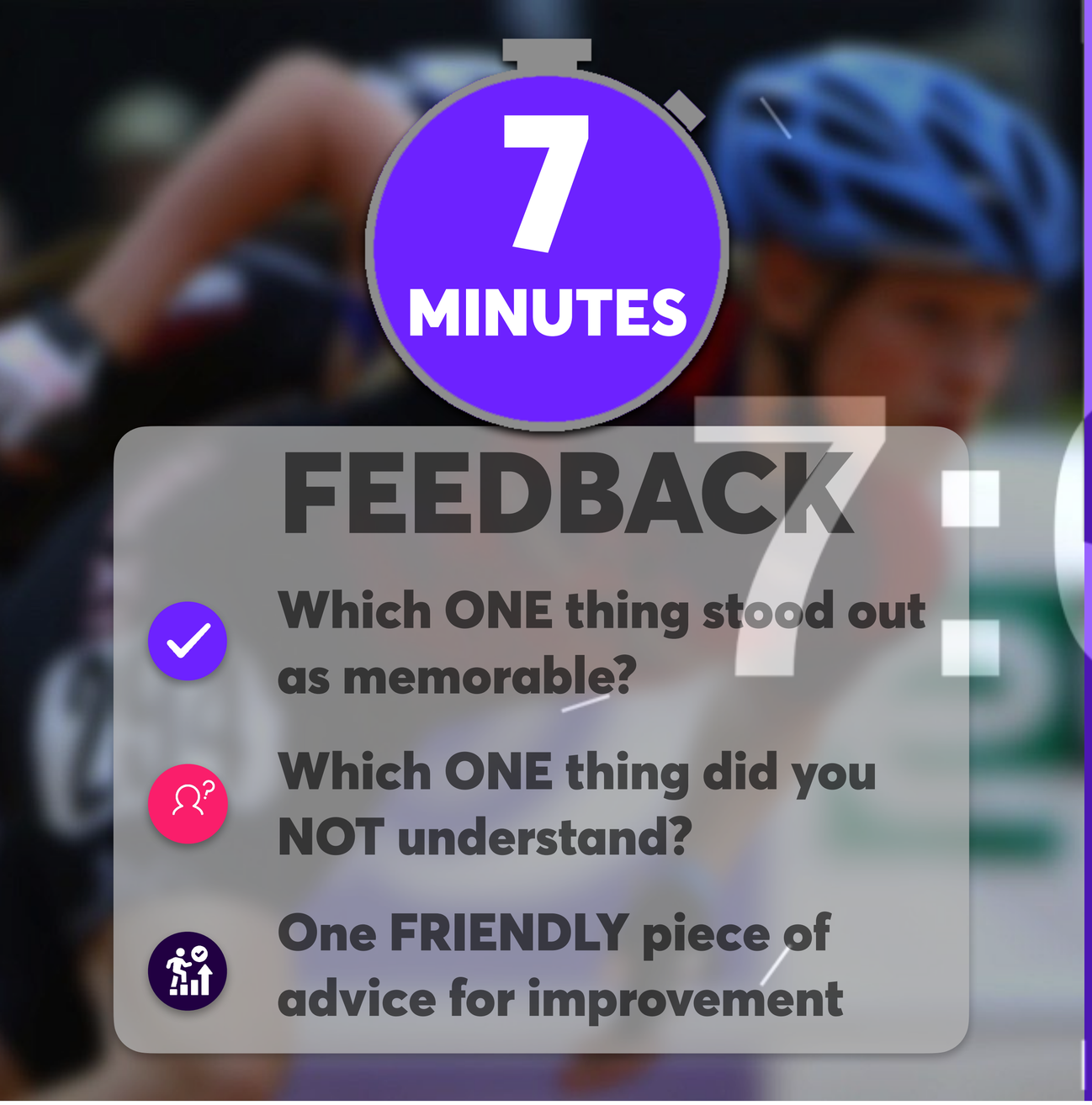
FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

Test out your
opening 5 sentences
out loud on someone else

In **pairs**: 3,5 minutes each



7 MINUTES

FEEDBACK

- **Which ONE thing stood out as memorable?**
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out loud on someone else

In **pairs**: 3,5 minutes each


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Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What
stood **out**?



What did you
not understand?



Friendly advice
for improvement

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Making your story

FOCUSED & MEMORABLE

The Power of THREE



What happens if I say…

“Hi, I’VE GOT 11 THINGS I WANT TO TELL YOU…”




"There are many things I could tell you,
BUT THERE ARE 3 THINGS
I WANT YOU TO REMEMBER"


So why
THREE?


We are surrounded by
THREES

READY, STEADY, GO!



LIGHTS, CAMERA, ACTION!



BEGINNING, MIDDLE, END



How do you apply
THE POWER OF THREE?



Break your product into
THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE


Ryan Pandya (USA)
Muufri



ACTION STEP

Imagine:
They will only remember
3 things of the **whole** story.

Which **3 things** would you tell,
that you really want them to
remember?

Write down the **3 most important**
things about your proposition;
1-2 sentences per item.

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening



THE POWER OF THREE

Closing





Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 20-30 SECONDS

What you've seen is...

(a 3-point, 1-sentence summary)

What we ask you to do is...

(give them a clear call to action)

THANK YOU!

=

I've finished, you can clap now!

The Open-3-Close© Pitch Model

Who is your
AUDIENCE

Establish your
OBJECTIVE

BRAINSTORM
with Post-It Notes

Opening

THE POWER OF THREE

Closing


QUESTIONS?
Please ask
IN THE CHAT or BY VOICE!

Pitch tools and

RESOURCES







best3minutes.com/amsbsch

All the workshop **SLIDES**



best3minutes.com/amsbsch

Best 3 Minutes

5

Steps to Preparing your Winning Pitch



Thanks for joining the recent Pitch workshop!

Here's a quick high-level reminder of the main steps you need to take to make a great pitch.

Follow them all, 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

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davebeckettpresentationcoach
David Beckett

Best 3 Minutes

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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;
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TW @best3minutes LI linkedin.com/in/davebeckettpresentationcoach
David Beckett

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Ways To Manage Your Pitching Nerves



Thanks for joining the recent Pitch workshop!

Here's a quick overview of some of the most powerful tools to overcome something that most people experience – getting nervous before a pitch.

Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

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

W best3minutes.com E david.beckett@best3minutes.com
TW @best3minutes LI linkedin.com/in/davebeckettpresentationcoach
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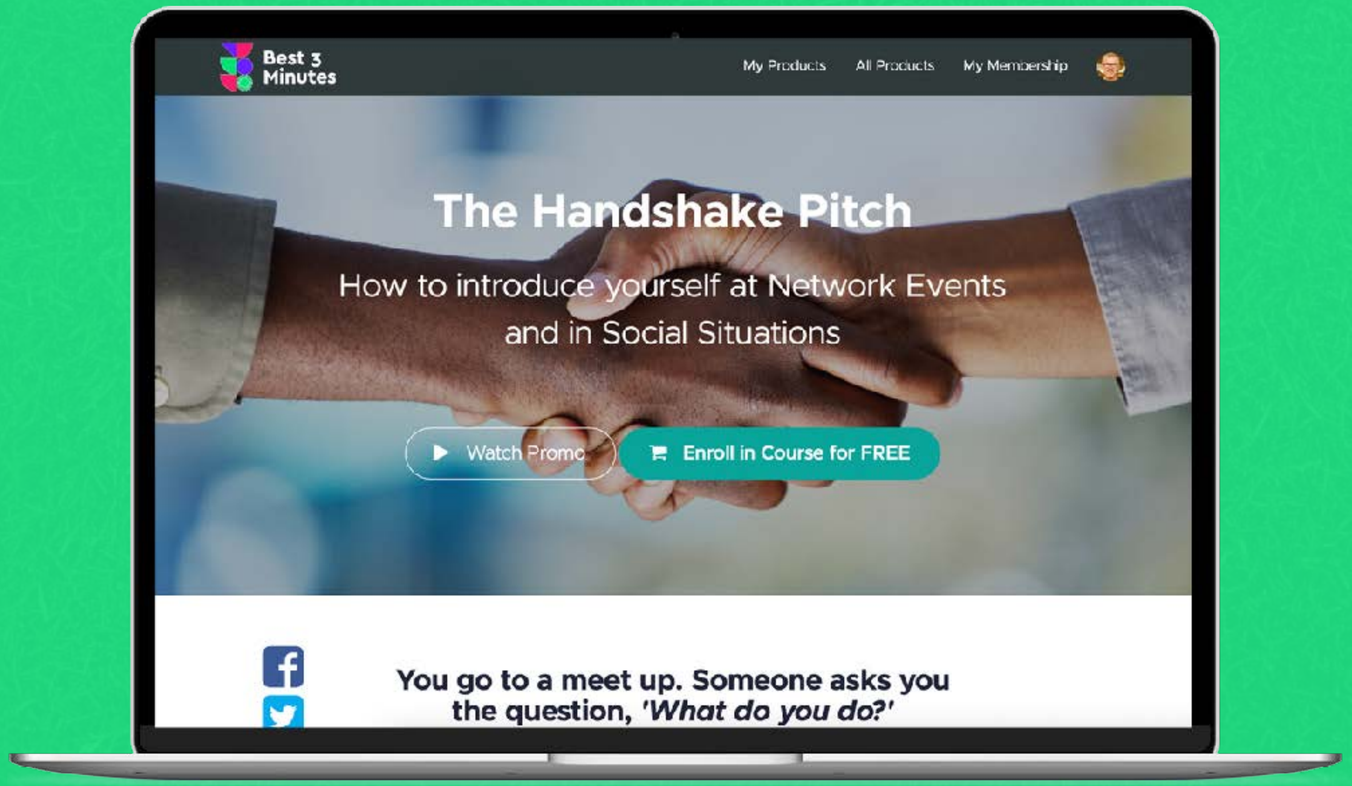
FREE

10 Minute Online Course

YOUR INTRO PITCH



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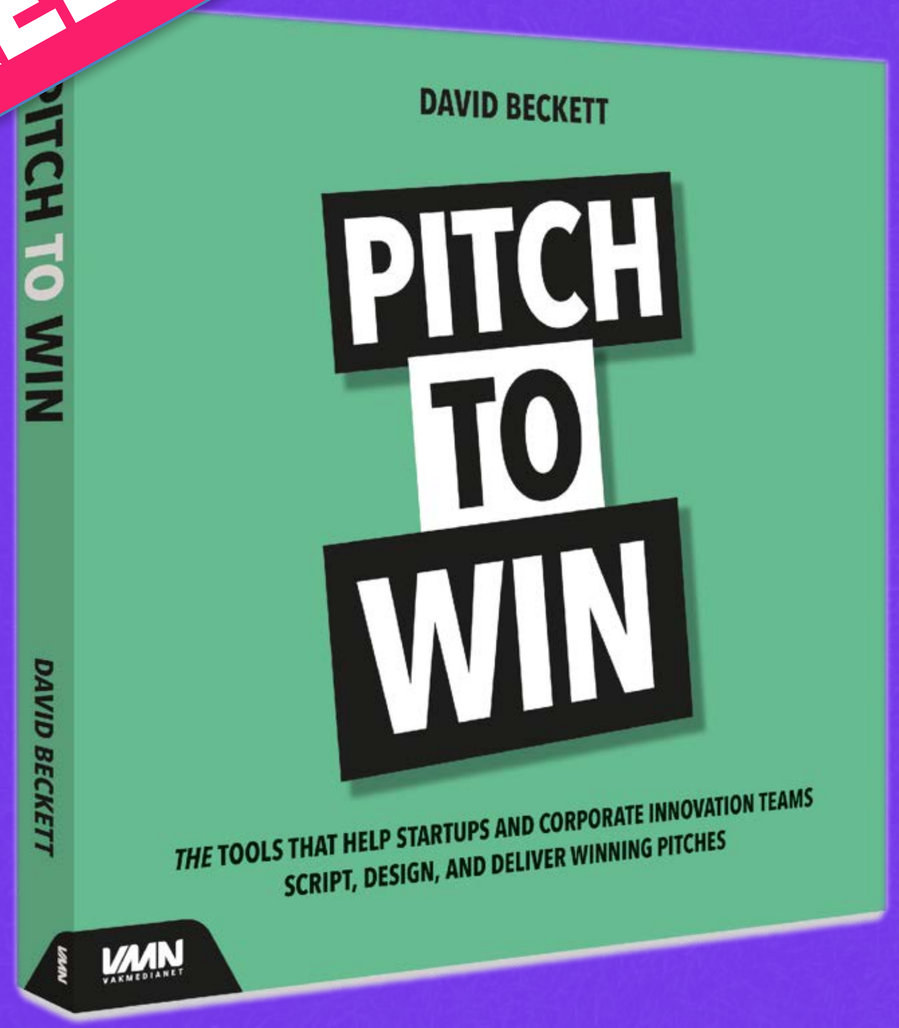

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David Beckett

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