Pitch Coach Creator of The Pitch Canvas© TEDx Speech Coach

David Beckett

best3minutes.com



Making your story FOCUSED & MEMORABLE







What happens if I say... "Hi, I'VE GOT 11 THINGS I WANT TO TELL YOU..."





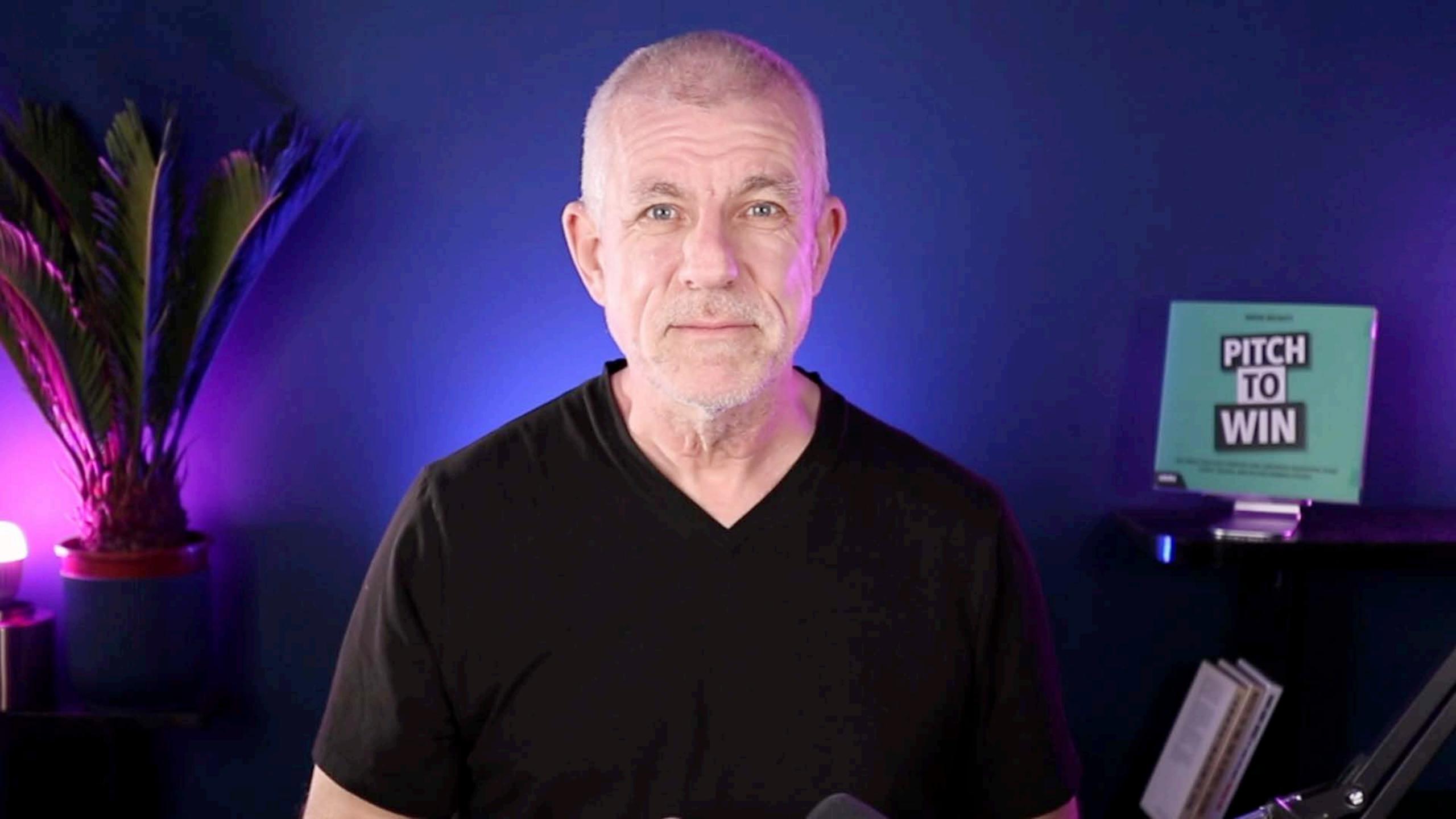
"There are many things I could tell you, BUT THERE ARE 3 THINGS I WANT YOU TO REMEMBER"











We are surrounded by THREES











BEGINNING, MIDDLE, END





How do you apply THE POWER OF THREE?



Break your product into THREE BIG QUALITIES

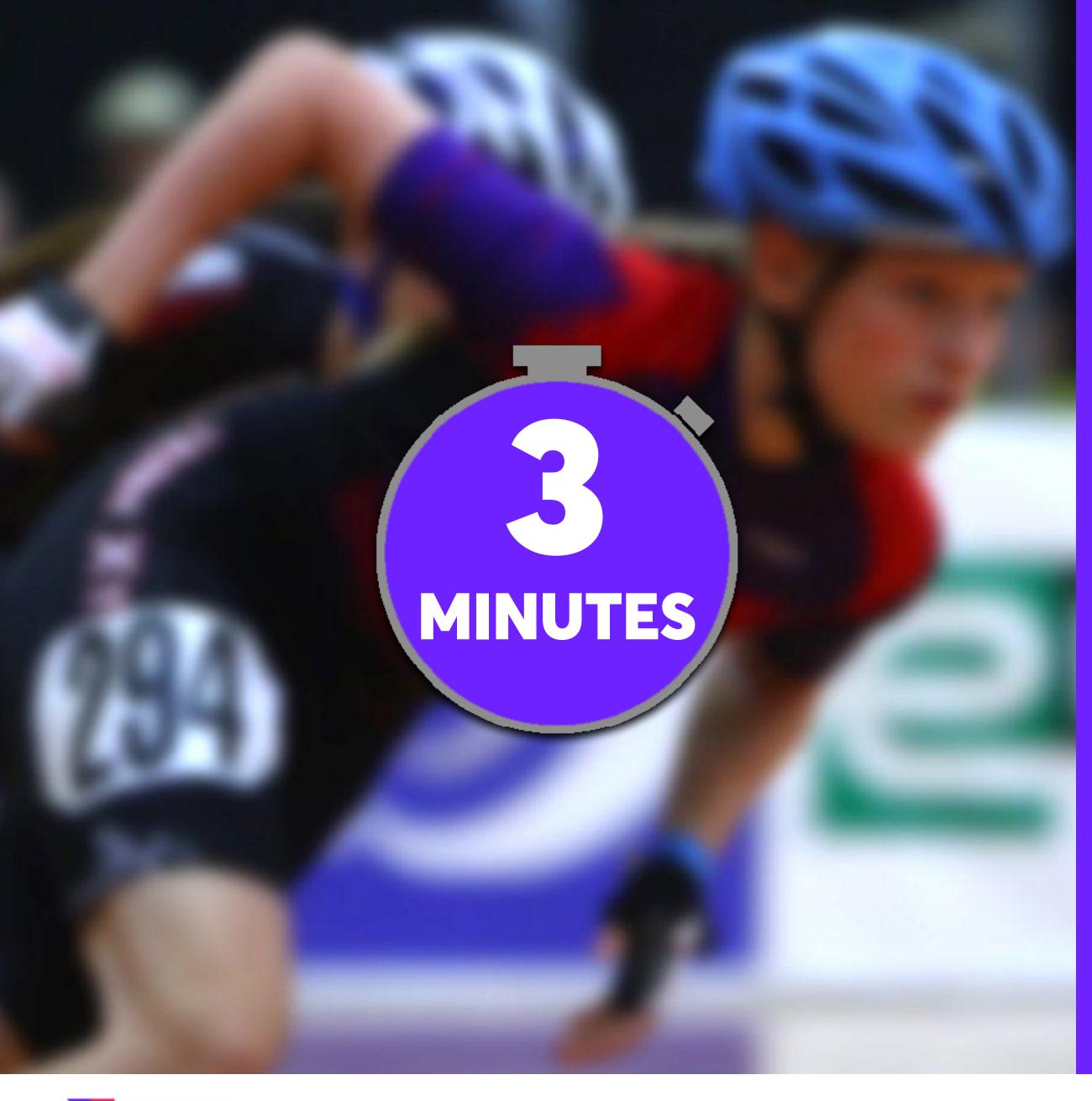
FASTER

LOWER COST









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.





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.



First Time NO Hand Gestures Second Time Call out the numbers

ACTION STEP

Tell the 3 big things in 3 sentences to someone else;

"There are three things I want to tell you;

First...

Second...

Third..."

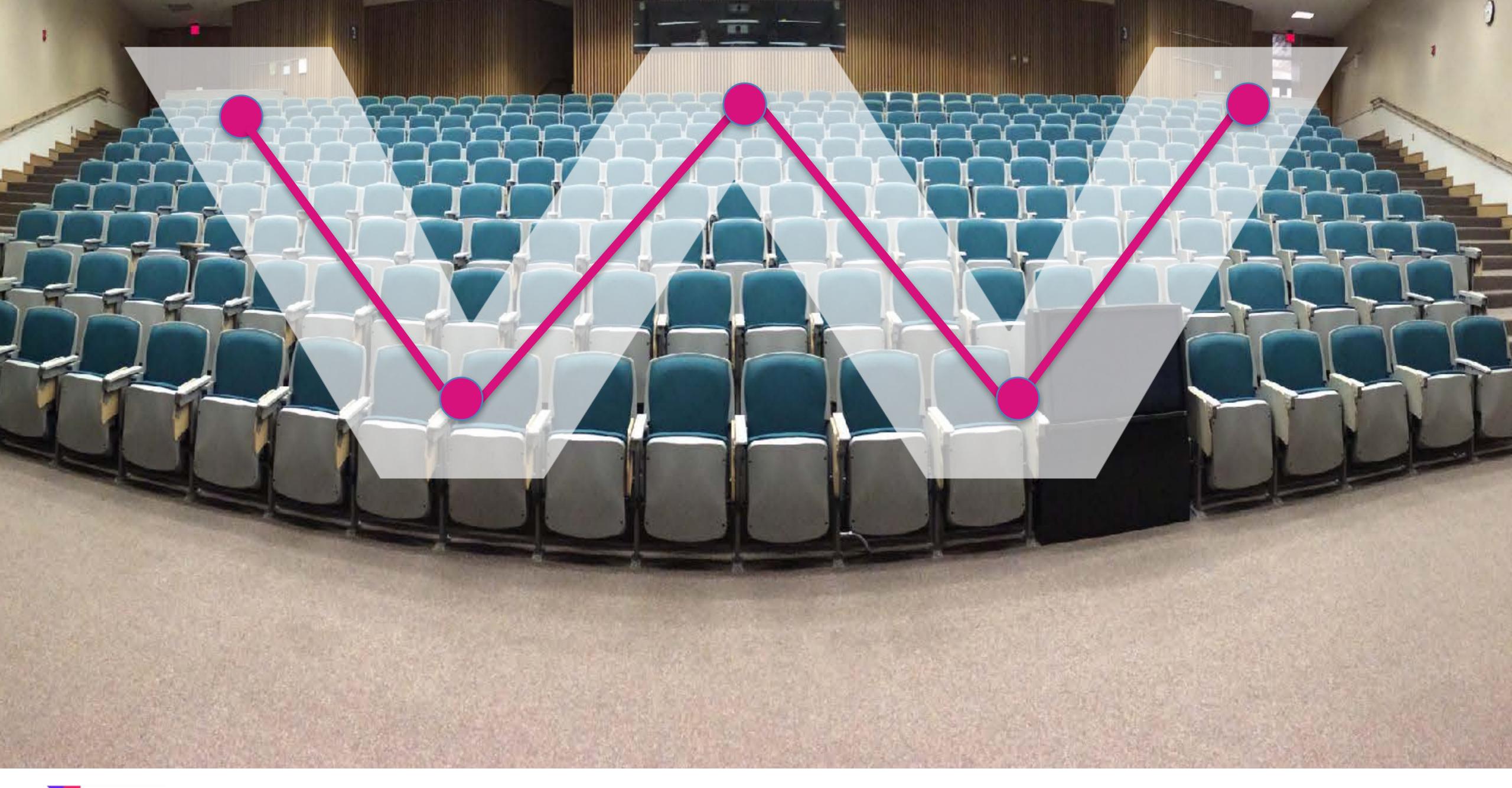


Let's talk about BODY LANGUAGE







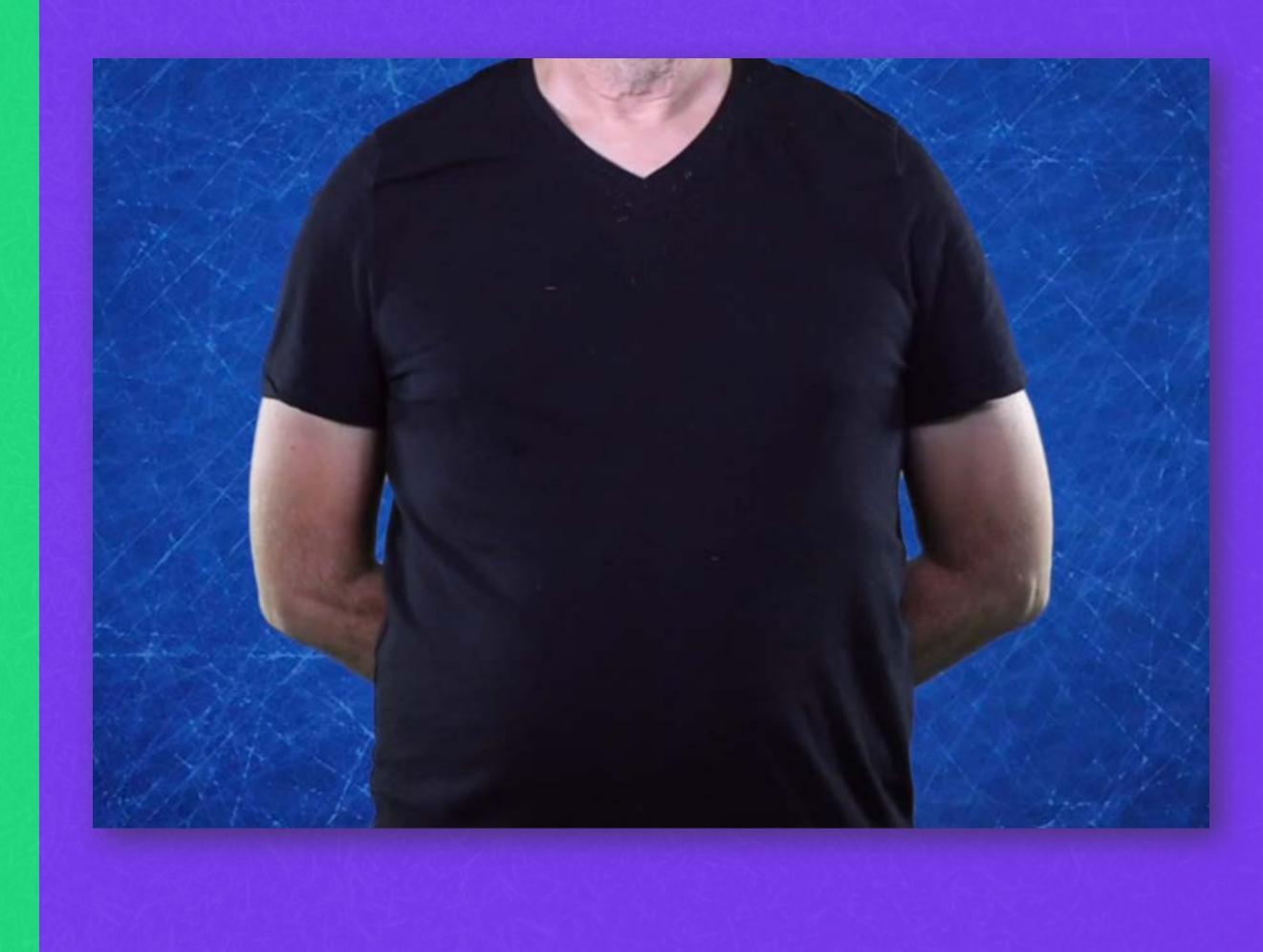








Don'ts Behind back





Don'ts Behind back In Pockets





Donts

Behind back
In Pockets
On Hips





Donts

Behind back
In Pockets
On Hips
Across Body





Donts

Behind back In Pockets On Hips Across Body Gripped













Show the number







Show the number

Separate parties into locations











Show the number

Separate parties into locations

Put emphasis on the words that matter







Show the number

Separate parties into locations

Put emphasis on the words that matter

Find a 'rest' position when you are not emphasising



Get used to HOLDING A CLICKER



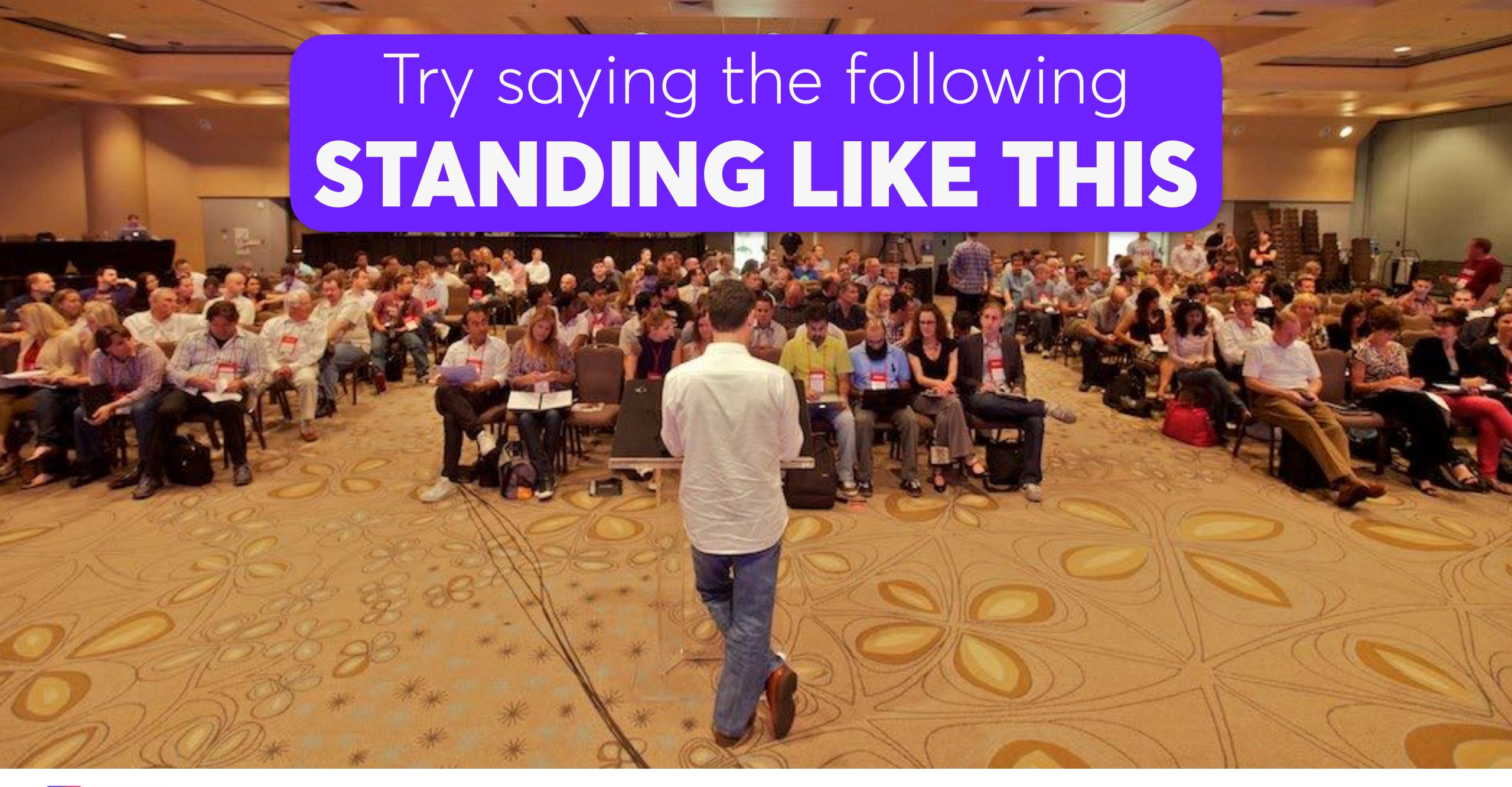






















Where do you stand ON STAGE?



Choose 2-3 points TO STAND ON-STAGE







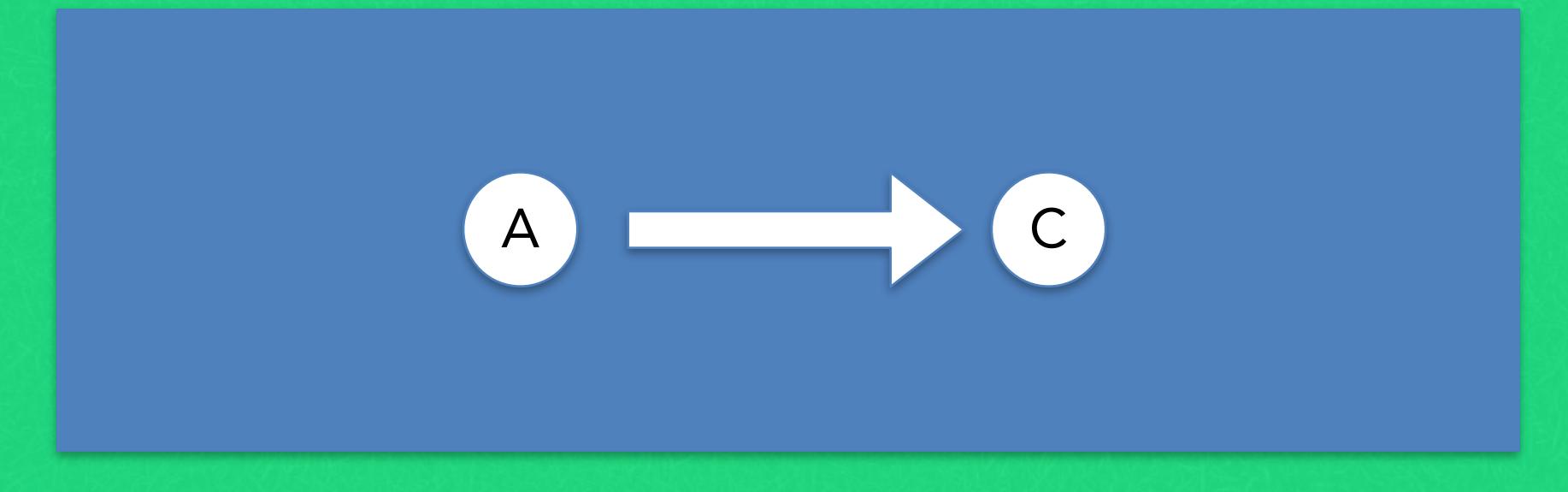
Choose 2-3 points TO STAND ON-STAGE

A C





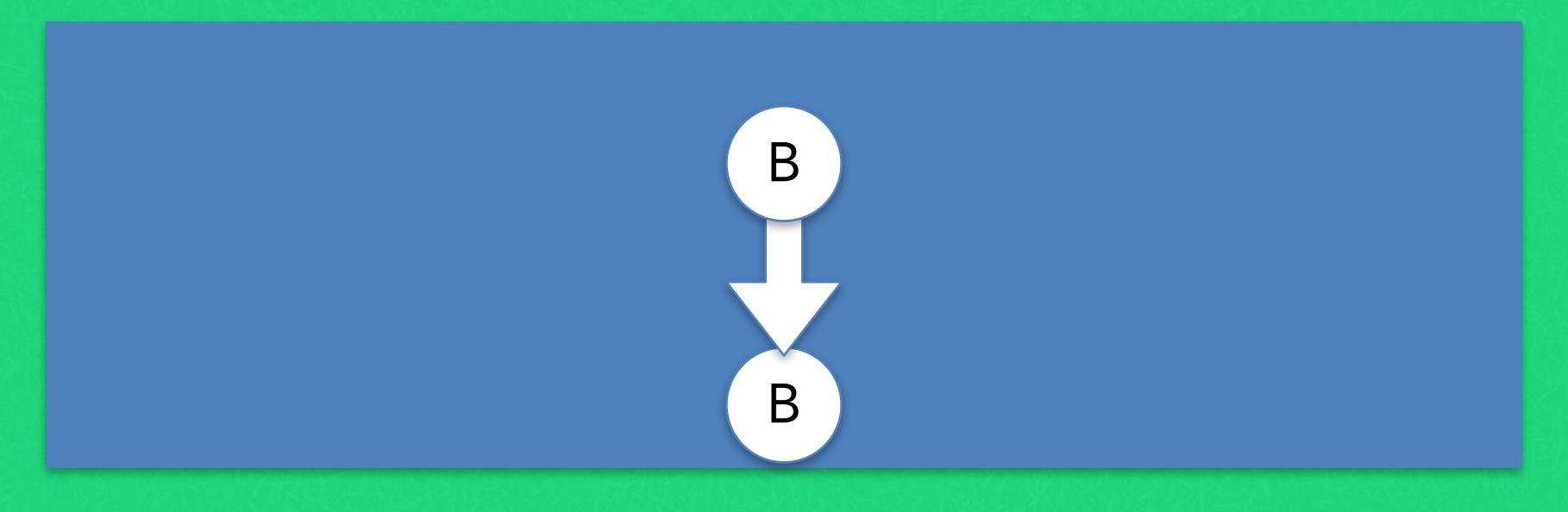
Movement between points = TRANSITION







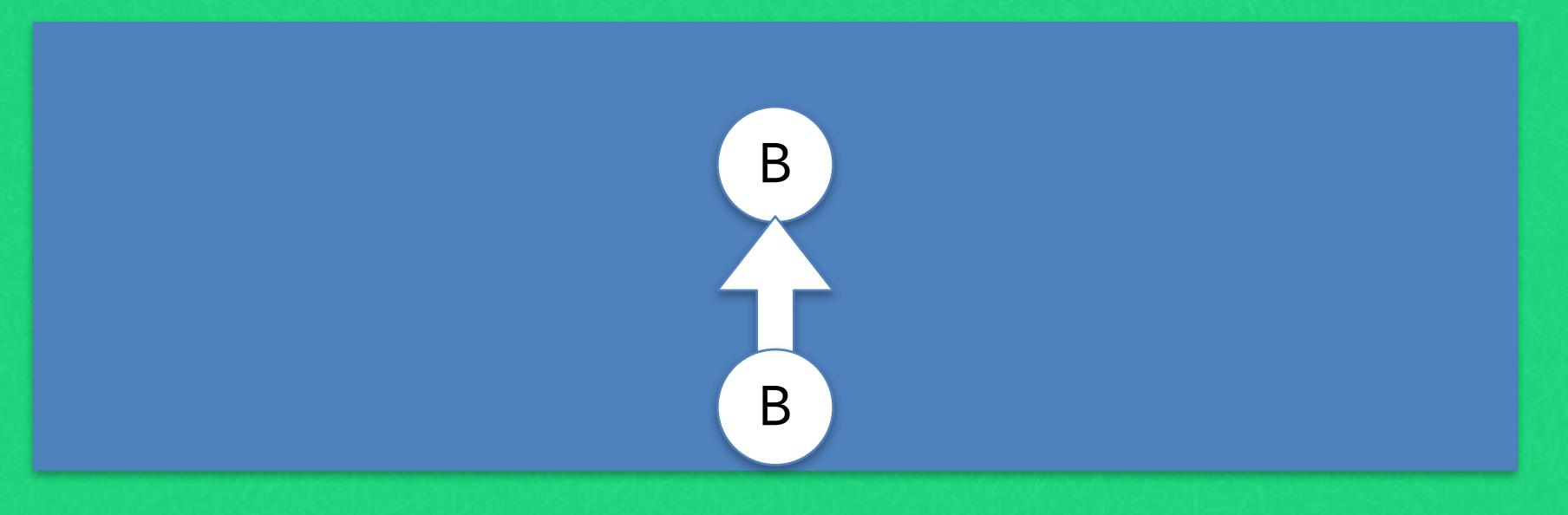
Movement forward = EMPHASIS







Movement backward = ASK A QUESTION







Not sure what to do? KEEP IT SIMPLE!

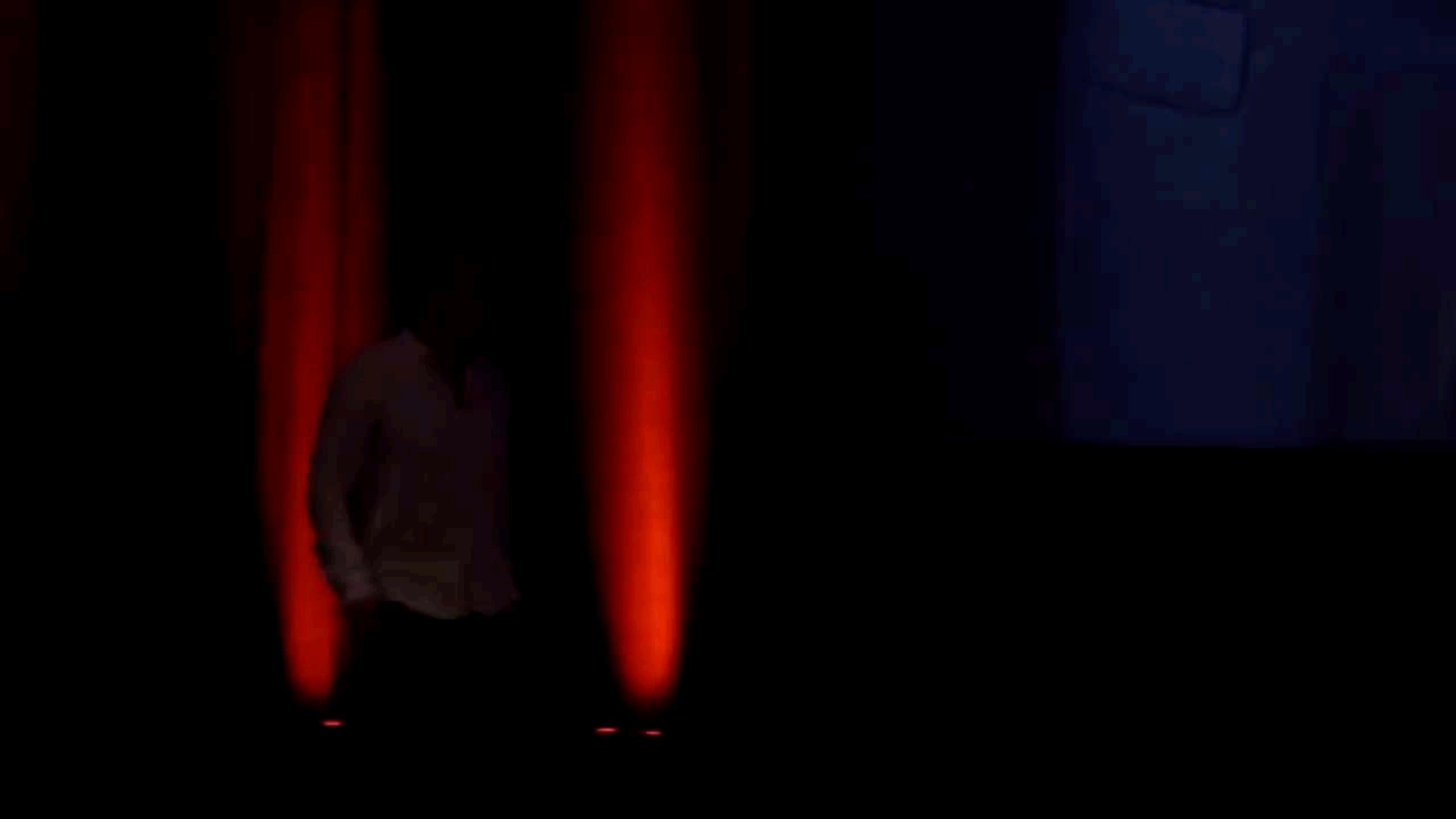






Take a moment... WHEN YOU START









Not enough AIR around THE IMPORTANT POINTS



Information flowing into each other

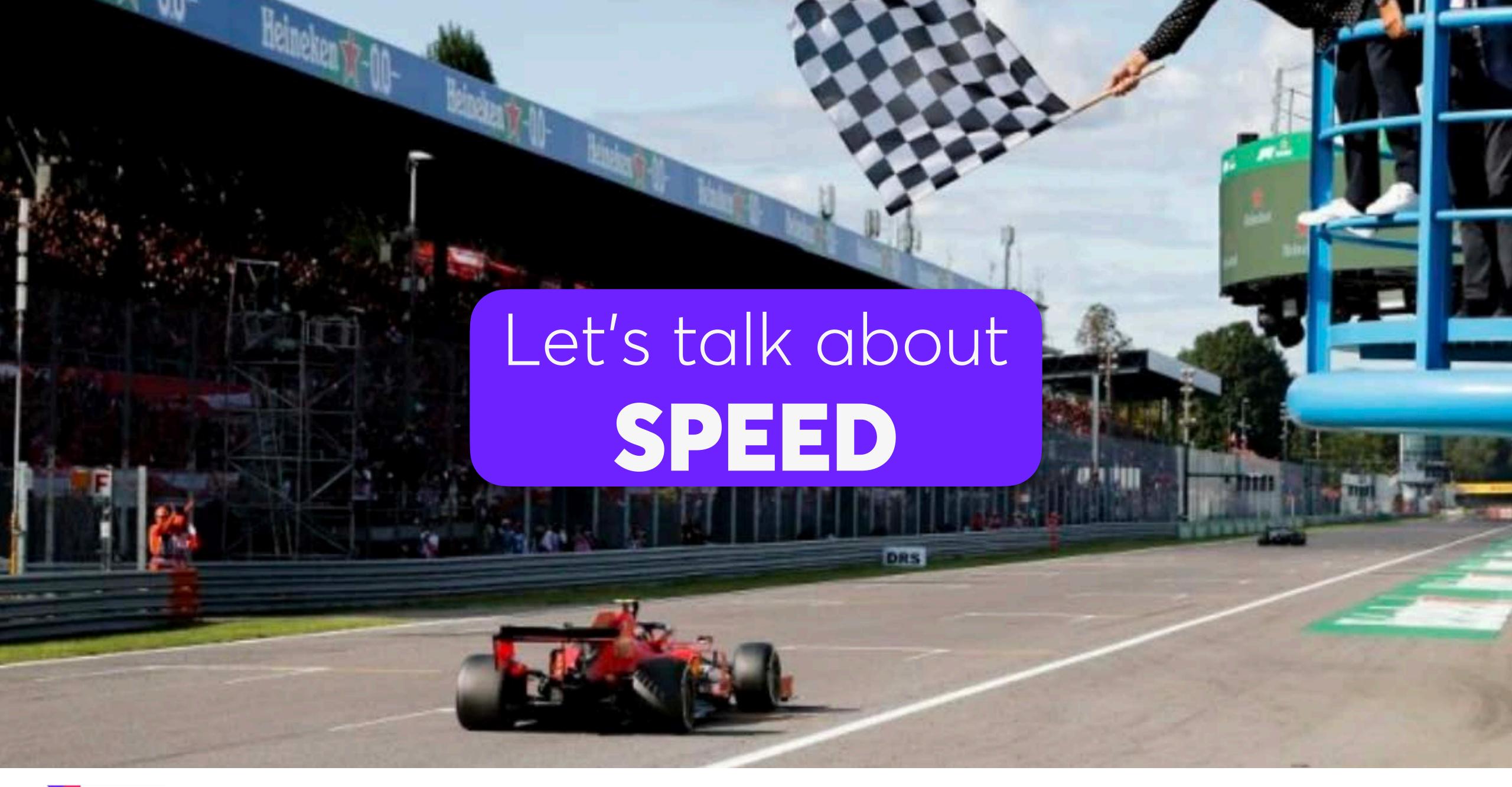
Info 1 Info 2 Info 3 Info 4 Info 5 Info 6

AIR in-between each separate piece of information

Info 1 Info 2 Info 3 Info 4 Info 5 Info 6

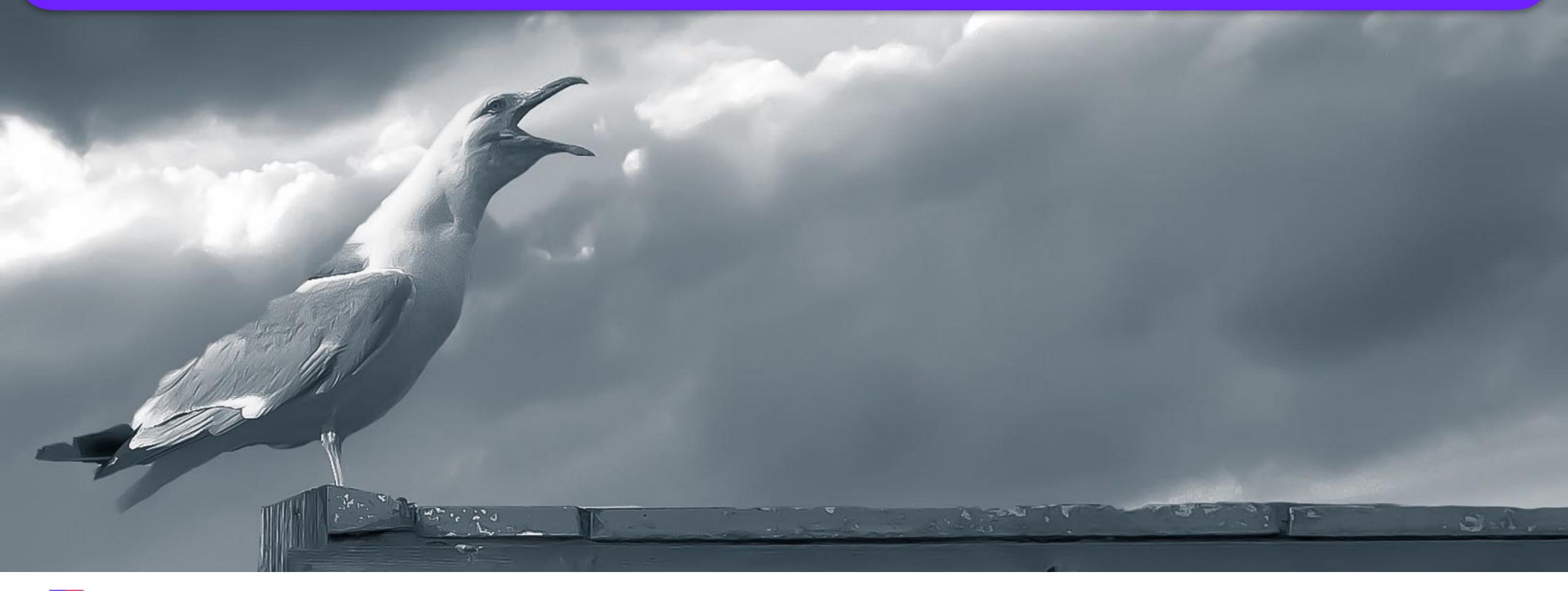








How many words can you say in 1 minute & REMAIN UNDERSTANDABLE?





How many words can you say in 1 minute & REMAIN UNDERSTANDABLE?





How many words per minute IN YOUR SCRIPT?

130-140 words per minute

9 Sentences

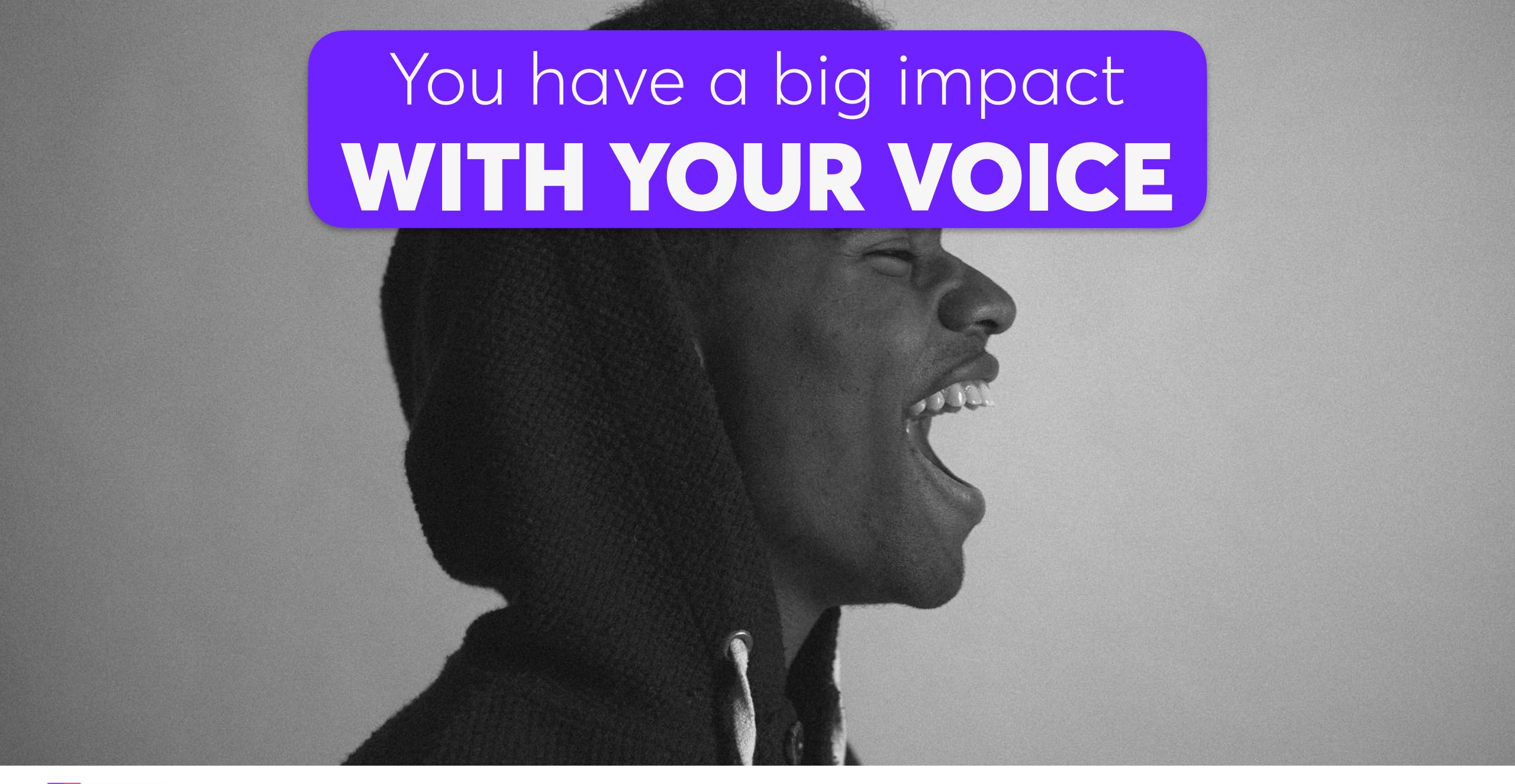






Give some AIR around THE IMPORTANT POINTS











"Antony said that his boss did not commit a fraudulent act."



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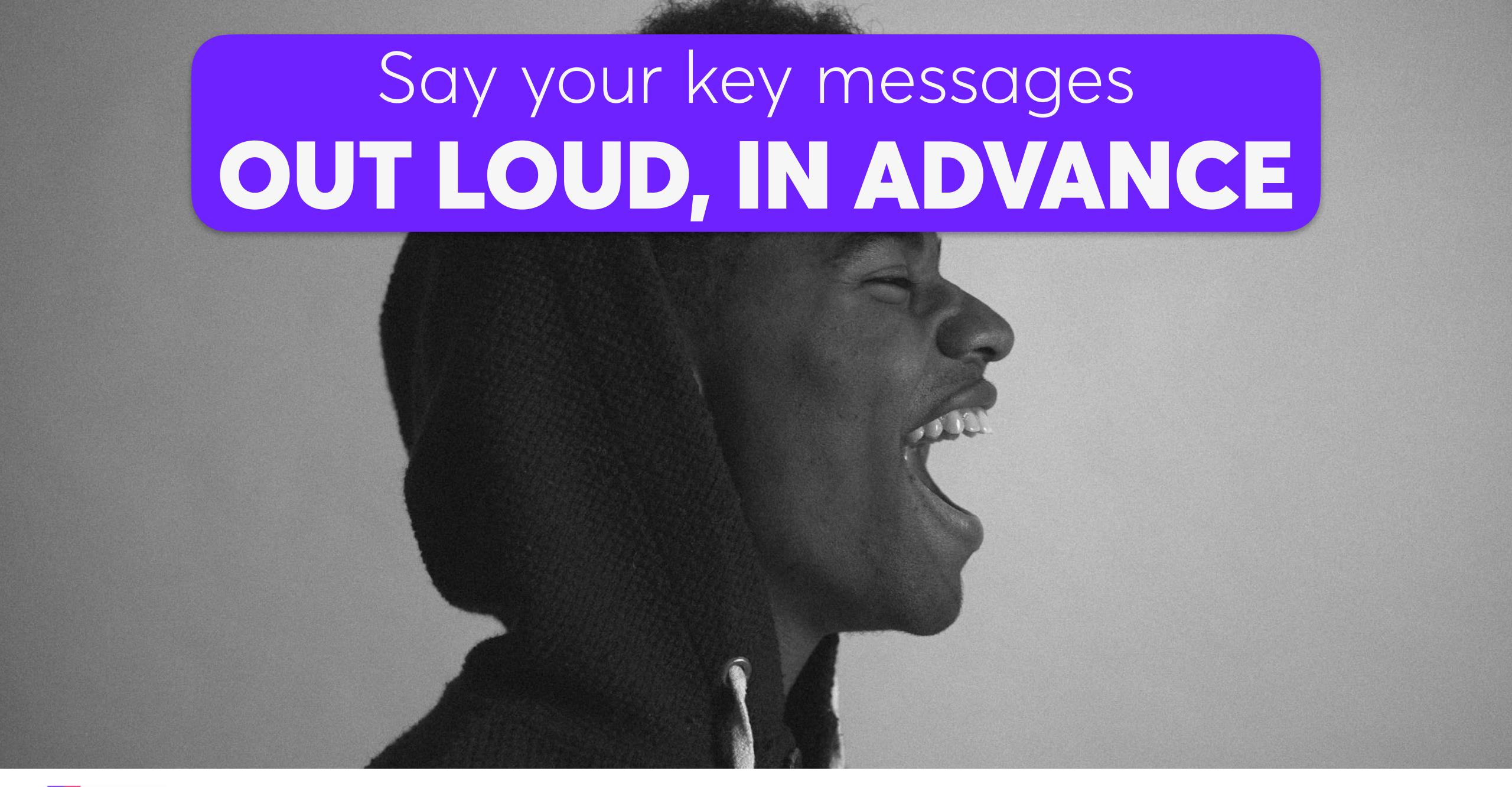
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Simon Adams Memorial, 22 October 2021 - David Beckett 3 Minutes talk.

Simon was one of the cool kids at school, and – believe it or not – a bit scary from a distance. Spiky hair, pithy comments and red shoes. Up close, I got to know him as an incredibly smart, slightly vulnerable and very supportive person.

We became close friends at 17 on an <u>ill fated</u> school trip to Normandy, where our <u>favourite</u> English Lit teacher went bonkers, got hammered and spent the week swearing at the kids. Simon and I spent endless hours during the trip and long summer days after, <u>analysing</u> this bizarre experience. We moved on to sharing music tastes, ambitions to go to Oxford and Cambridge, and he even popped round for a couple of Friday Night Dinners with my family...

Simon's creative talent got its first real spotlight the following winter, as co-producer and star of the school show, A Christmas Turkey, including a truly hilarious set of Not The Nine O'Clock News-inspired sketches.

Simon took Theatre Studies A level, and I went along with the group to watch shows at The Barbican, The National, and a rather beautiful theatre called The Old Vic. The RSC was the holy grail – Shakespeare the ultimate. Yet as his close friend and co-performer Nick White mentioned when he heard of Simon's passing, 'We thought we were going to be the next Rowan, Griff, Mel, Rik, Ade...' and that fascination with visceral comedy went hand in hand with loftier literary interests.

Simon was an enigma. He was never anenly rehellious yet a nicture of him in strict school



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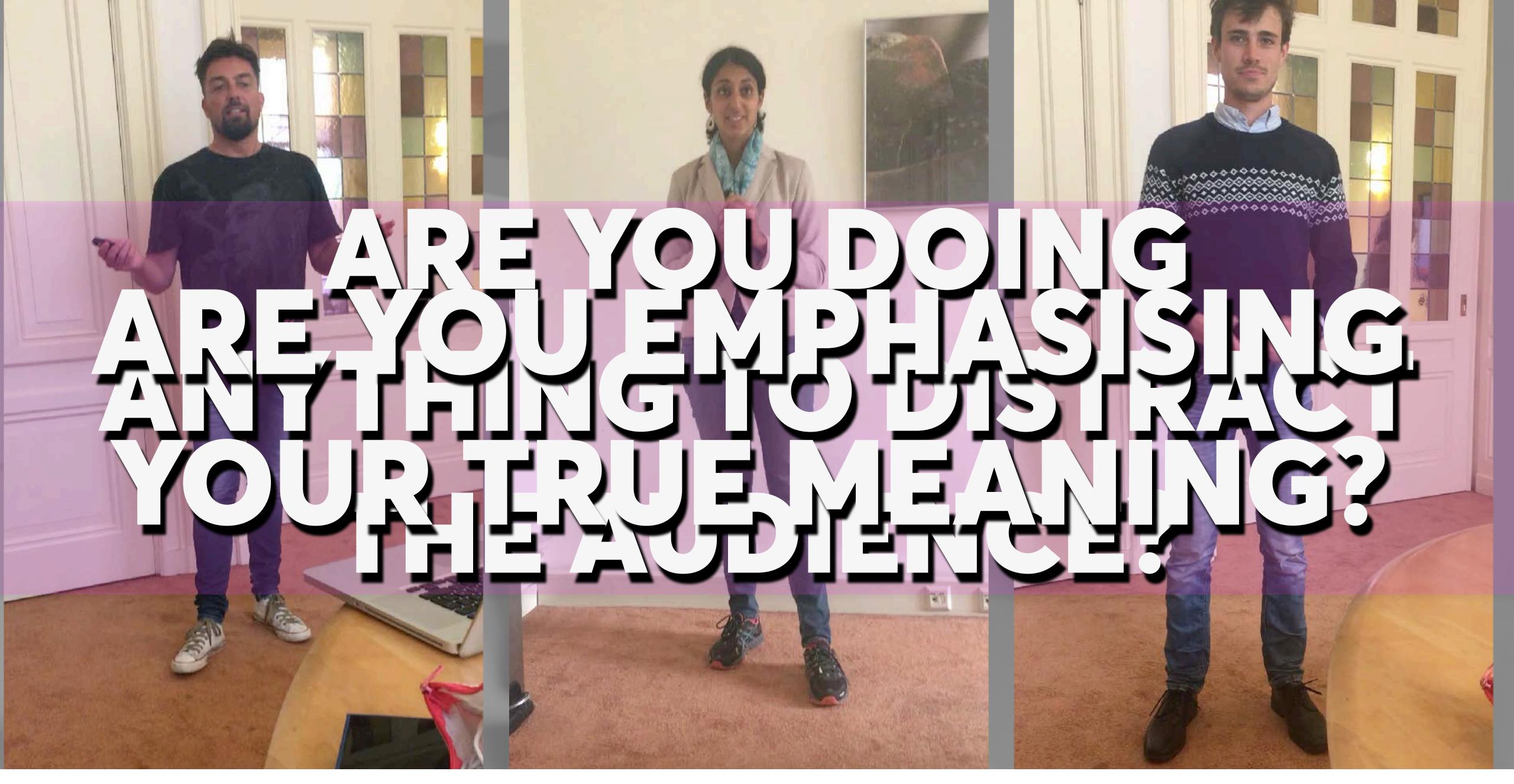
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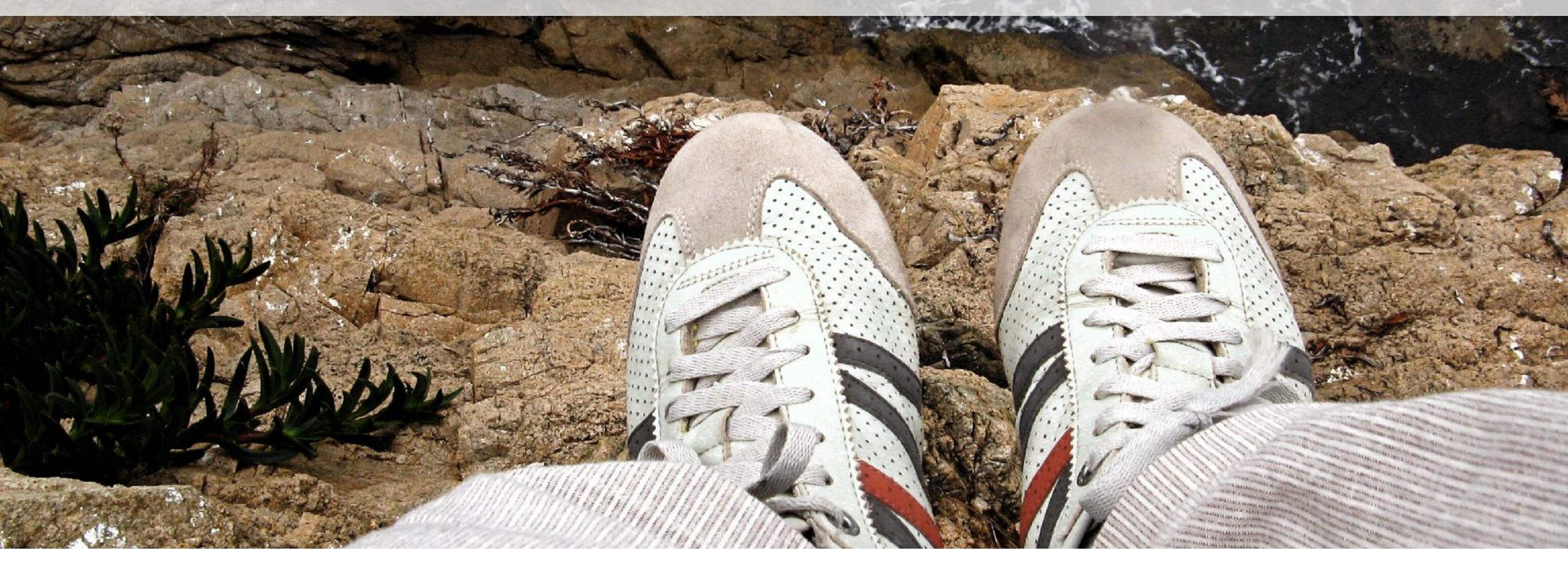








Manage your PITCHING NERVES





1. Learn the first 60 SECONDS



2. Amy Cuddy TEDx WONDERWOMAN







Check her TED talk at TED.com (just search for Amy Cuddy)



3. JUST...

