

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

# David Beckett

**best3minutes.com**

Best 3 Minutes

# Coached 2500+ Startups & Scaleups

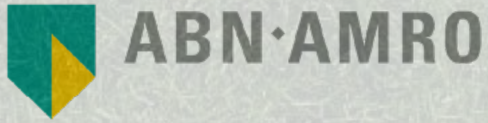
# RAISED OVER €460MILLION



31 Countries

# TRAINED 36,000+ PEOPLE



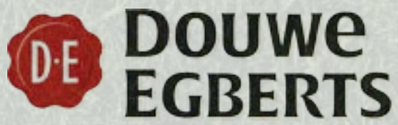






























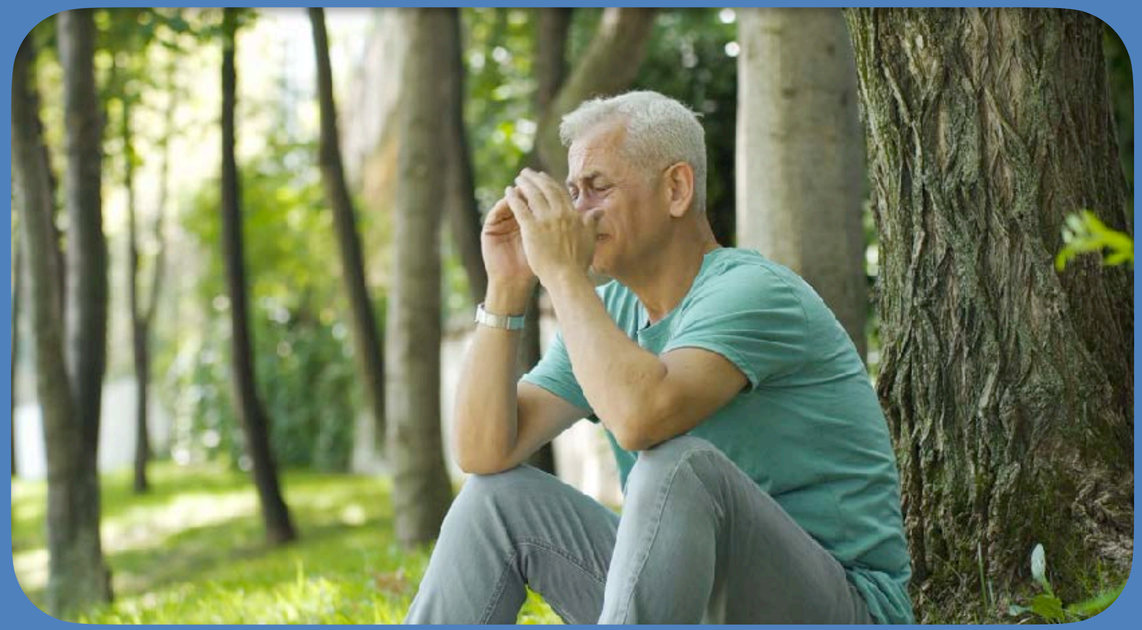
# The Pitcher



# The Listener




12%
76%




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!

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?


TOOLS

# 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 much** about your business



They understand **EVERYTHING...?**

# The basis of
# ANY GREAT PITCH



**Someone** who **doesn't know much** about your business



They ask **Questions**




# ACTION STEP

**Write down your Handshake Pitch:**

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



# ACTION STEP

**Write down your Handshake Pitch:**

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?

# How to talk about
# CUSTOMER PAINS

"What they are struggling with is…"

"They are losing money
every day because…"

"What's driving them crazy is…"

**best3minutes.com/hoogwegt24**

# How to talk about
# CUSTOMER PAINS

"They're increasingly frustrated because..."

"The future is scary because..."

"They can't adjust because
they lack the skills and knowledge..."

**best3minutes.com/hoogwegt24**




# ACTION STEP

**Write down your Handshake Pitch:**

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



# ACTION STEP

**Write down your Handshake Pitch:**
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?

**best3minutes.com/hoogwegt24**



# 7 MINUTES

## 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_ your Handshake Pitch:**

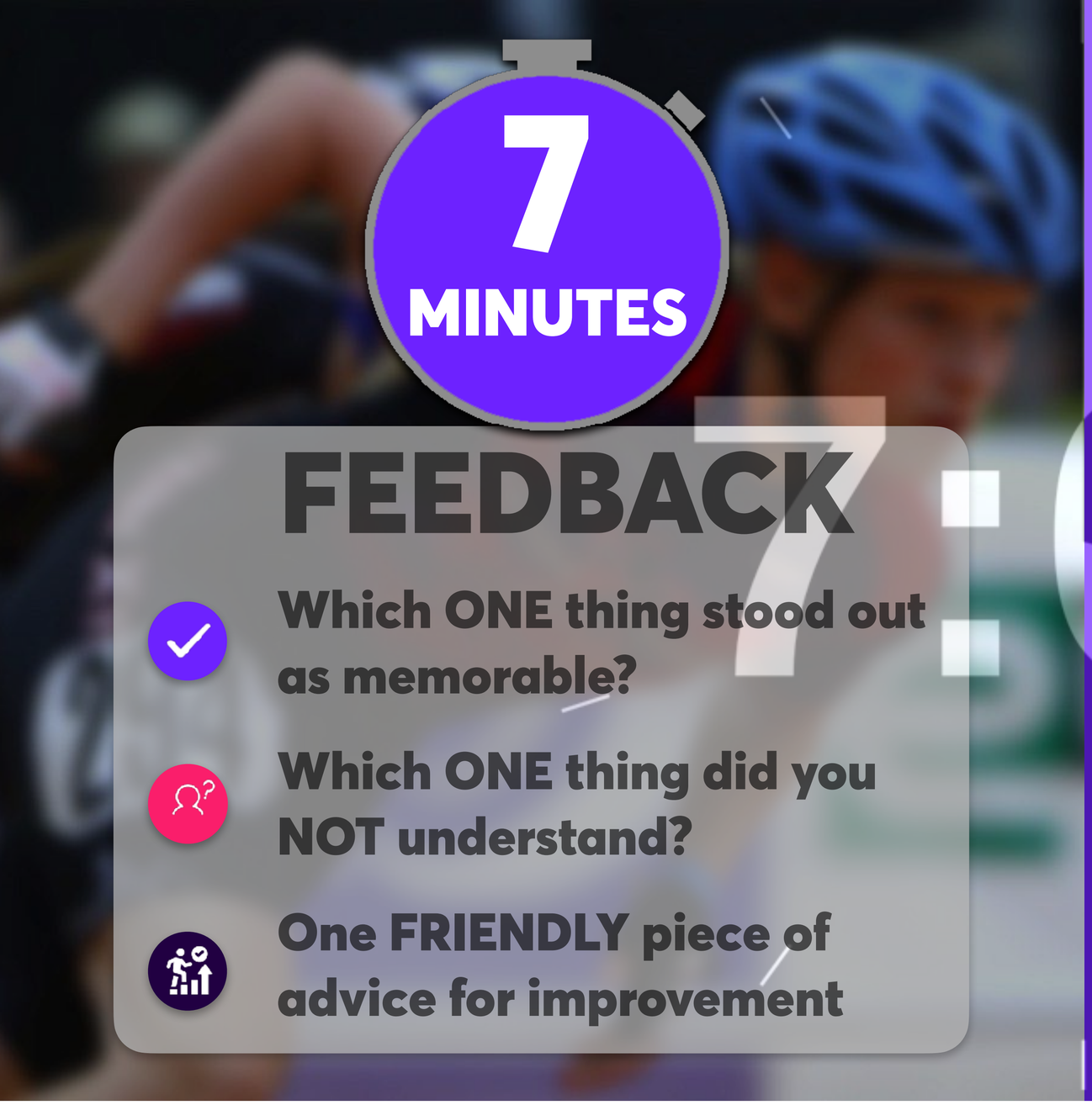
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?



# 7 MINUTES

## 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* your Handshake Pitch:**

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

What's **unique** about how you solve those problems?


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?**



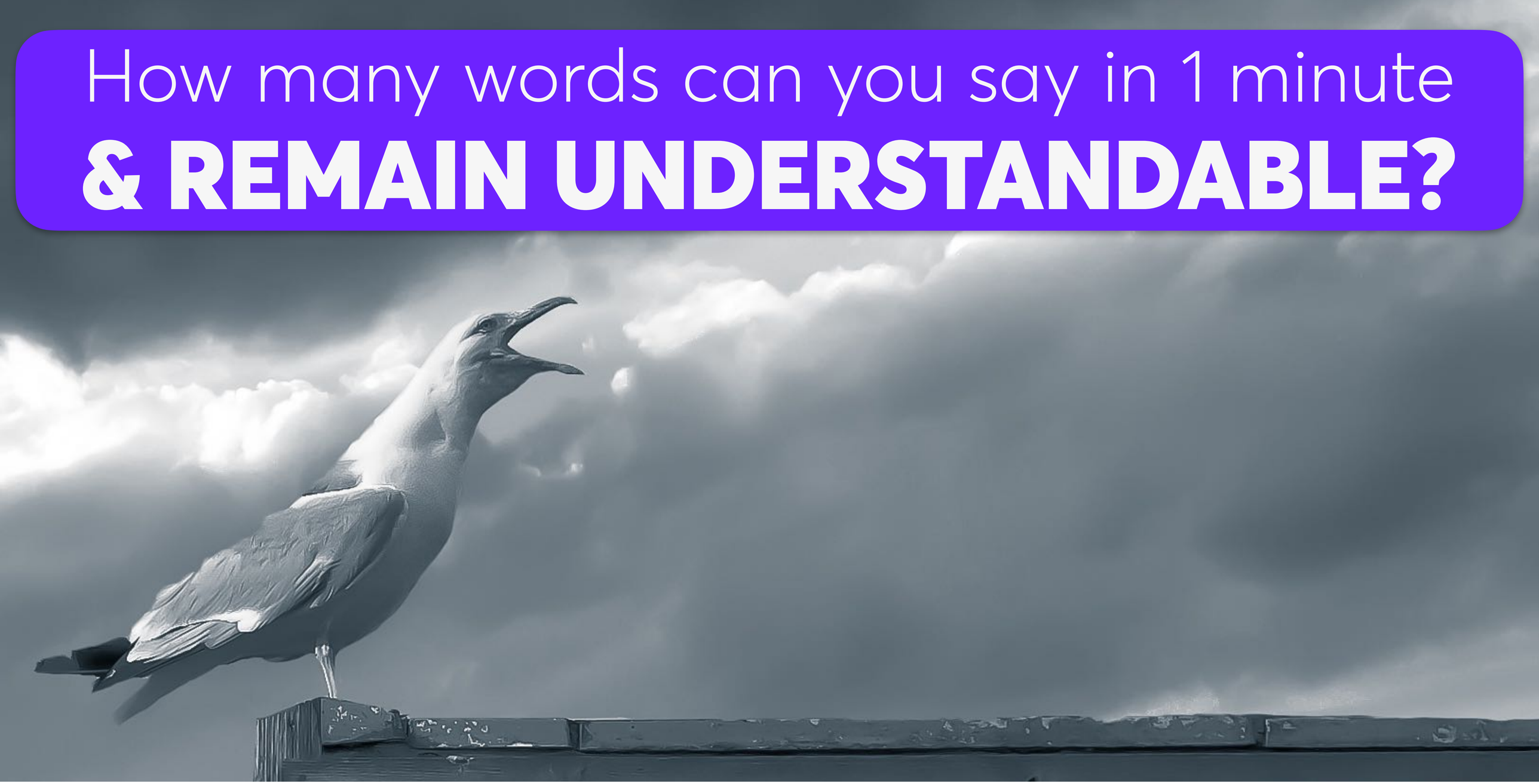
**What did you not understand?**



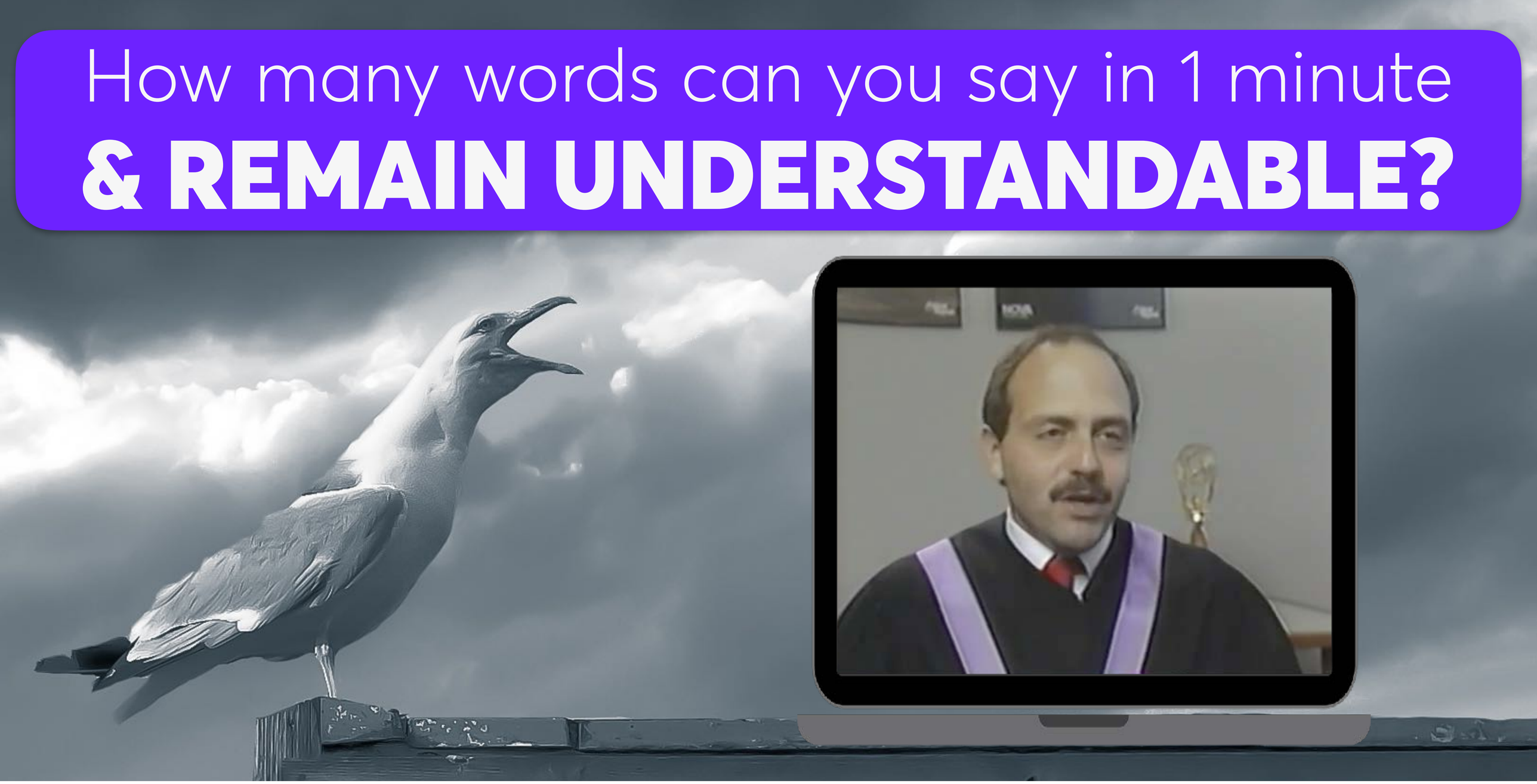
**Friendly advice for improvement**


Prepare you for
ANY TIME-PRESSURED PITCH

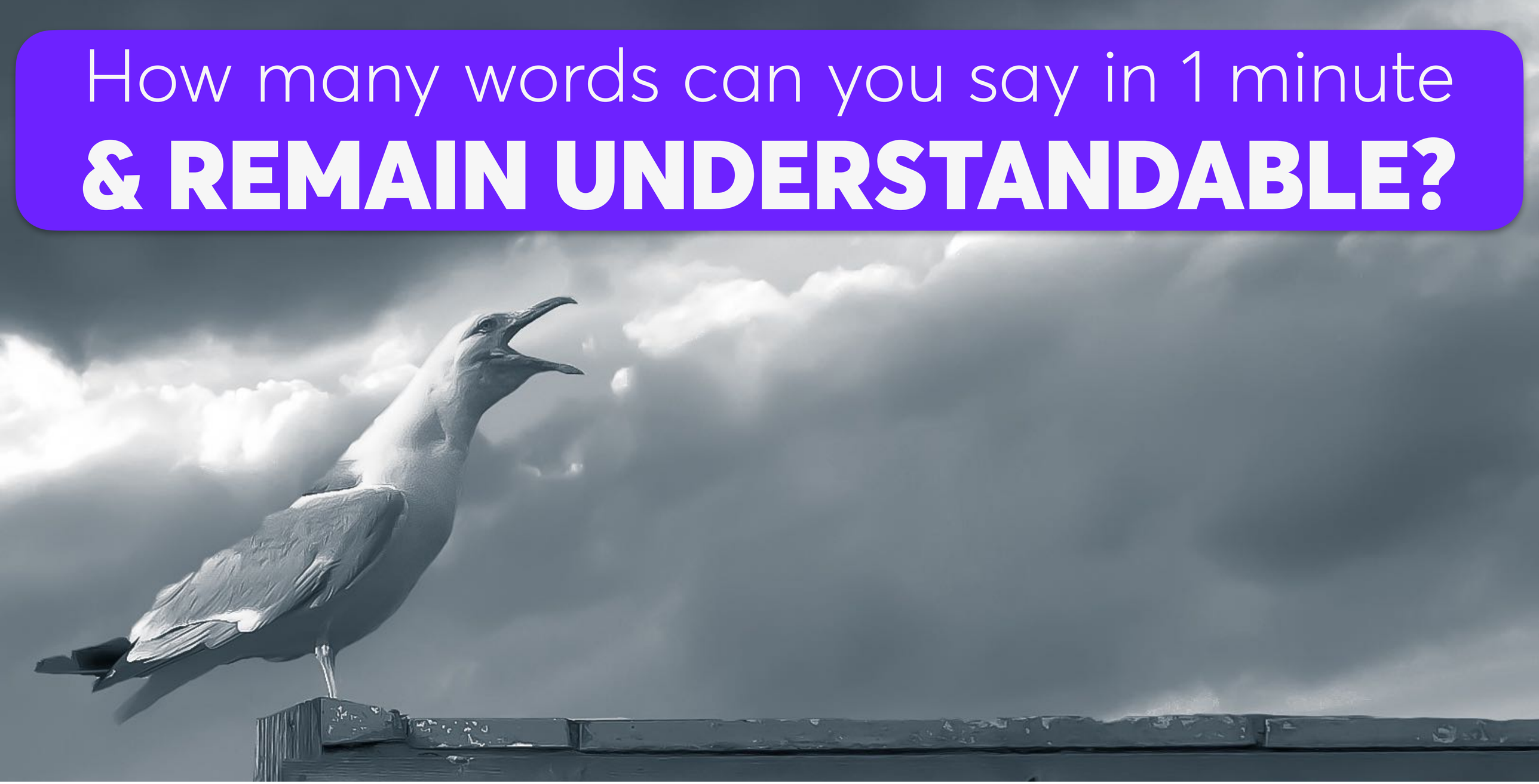
# How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



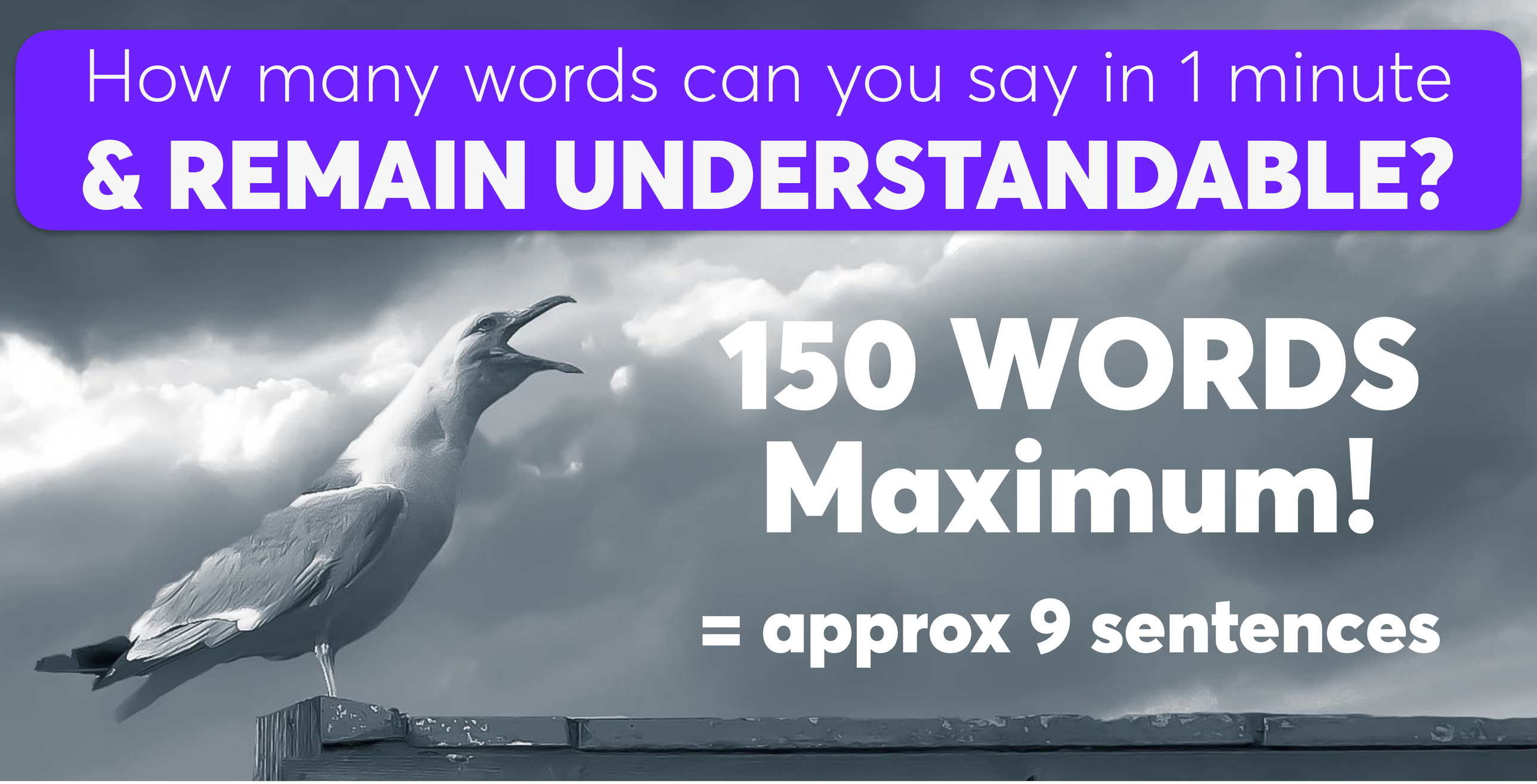
# How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



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

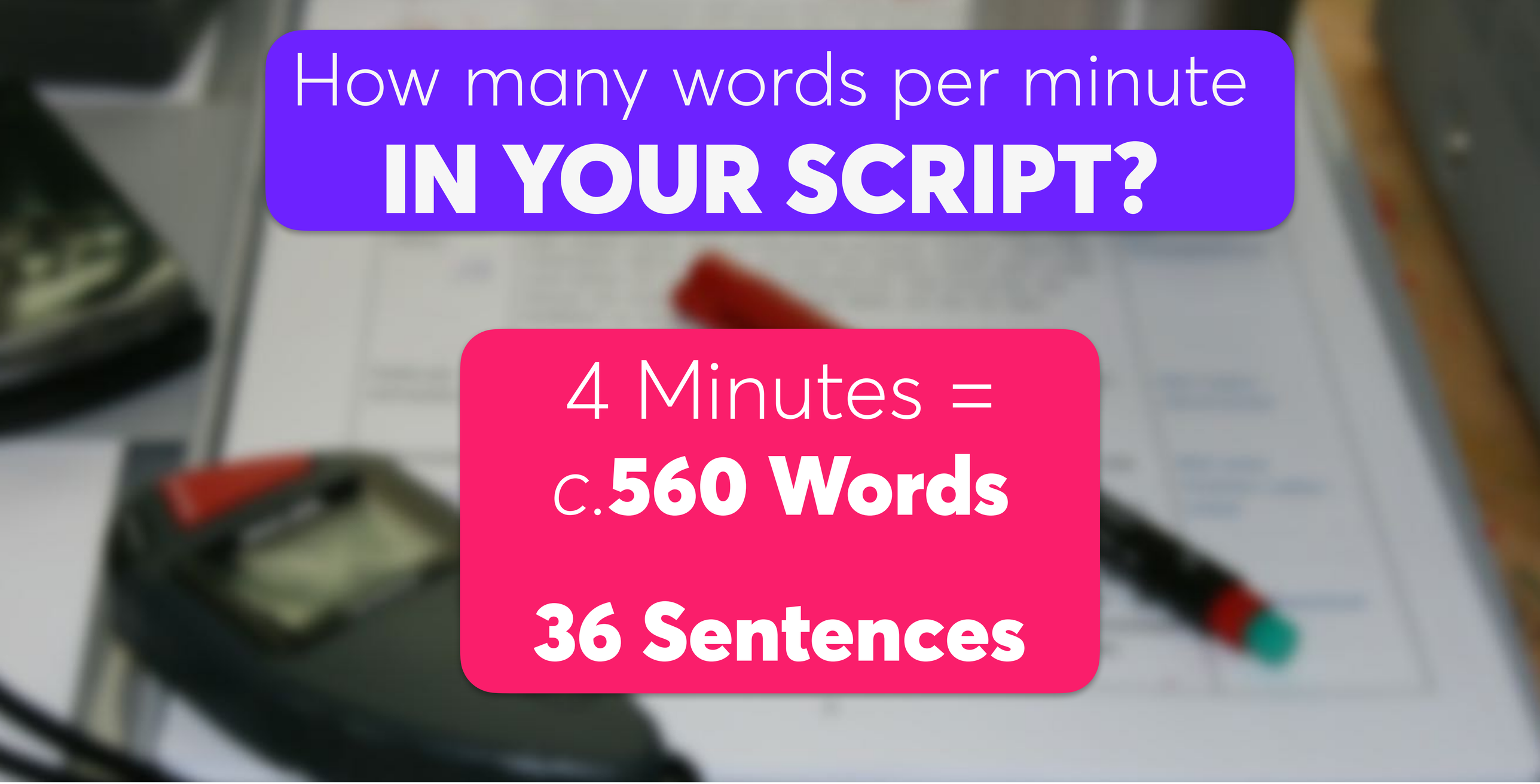


# How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



## 150 WORDS Maximum!

## = approx 9 sentences



# How many words per minute **IN YOUR SCRIPT?**

4 Minutes =

c.**560 Words**

**36 Sentences**


143
Words/min


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**

**STORYLINE** 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

---

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?**



## 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
© David Beckett

# Make a profile of your audience

Fillable pdf downloads available

**best3minutes.com/hoogwegt24**

# 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?

Provide **introductions**

Agree to a **pilot**

Plan a **follow up** meeting




# ACTION STEP

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

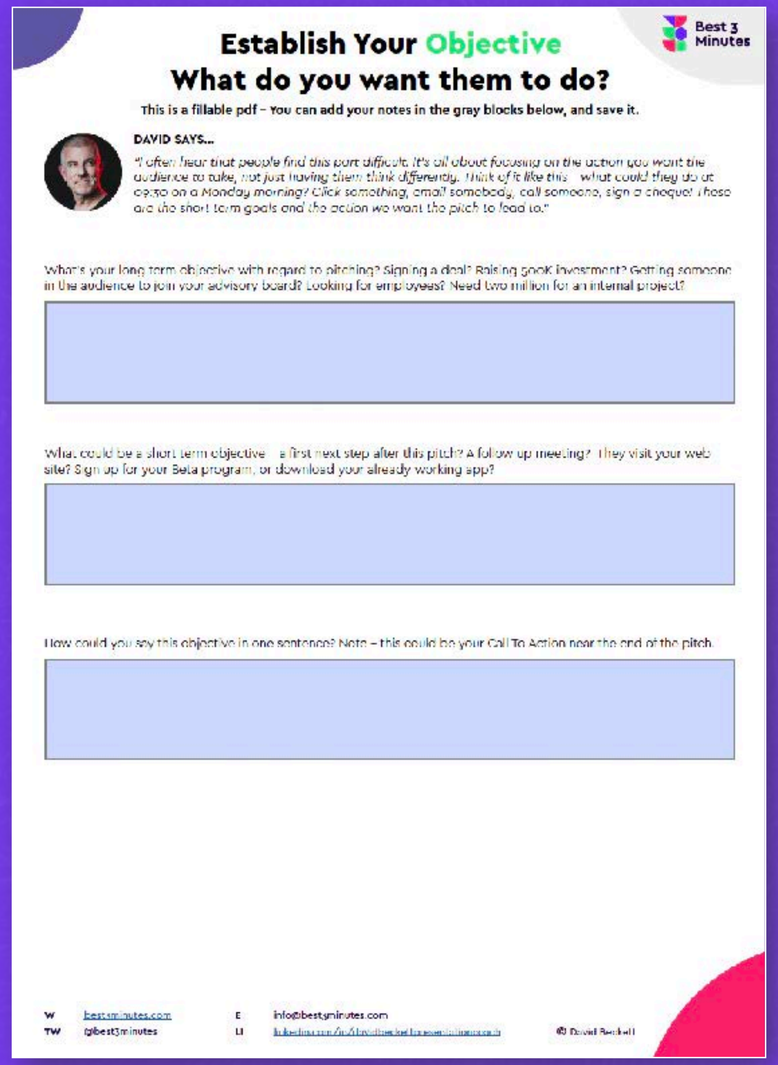
Focus on **Action** - not just thinking differently




# 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.

W best3minutes.com
TW @best3minutes
E info@best3minutes.com
LI [illegible]
© David Beckett

# Write down your Objective

Fillable pdf download available

**best3minutes.com/hoogwegt24**

# The Open-3-Close© Pitch Model









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

best3minutes.com

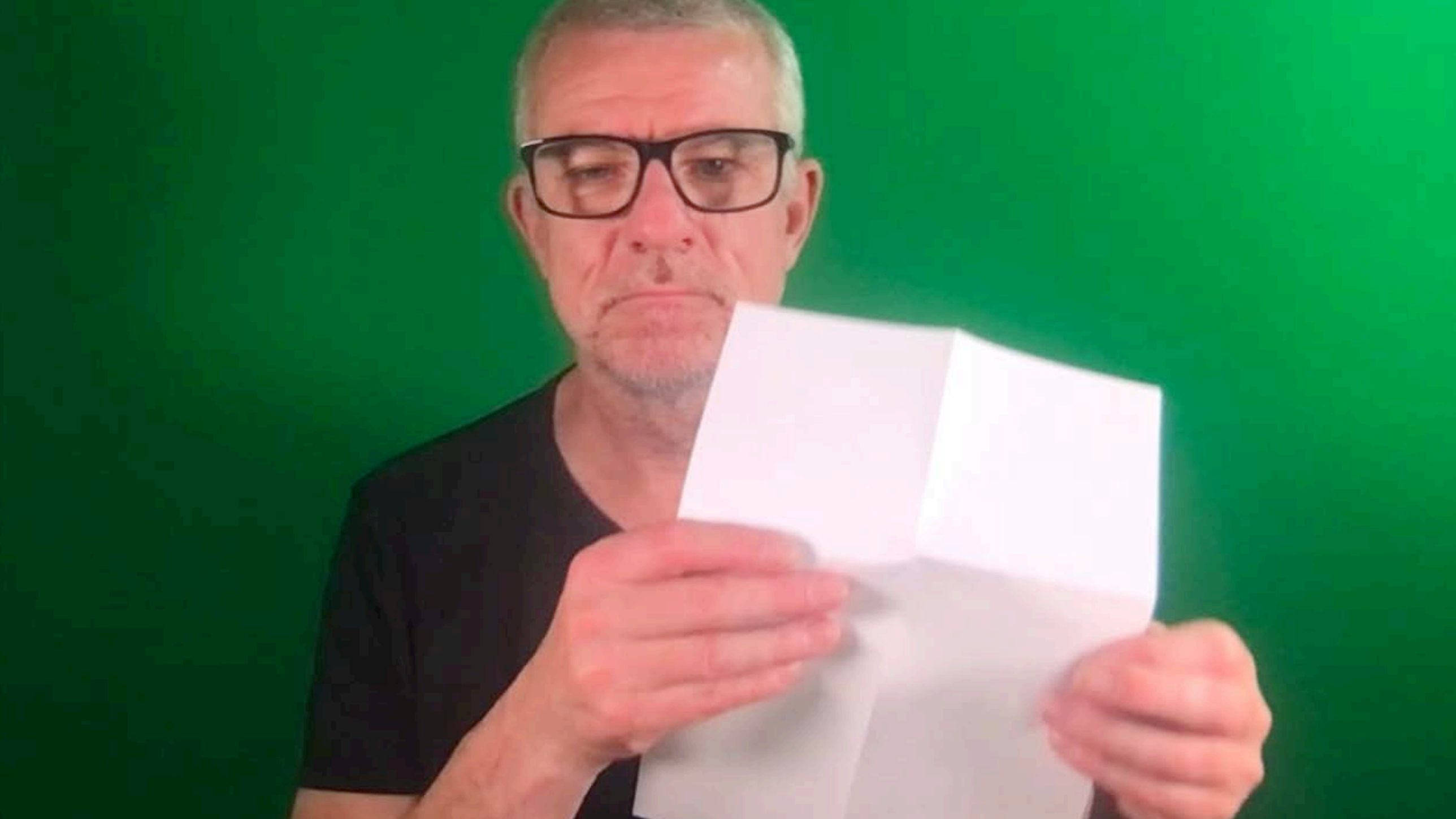



STOP!


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




**best3minutes.com/hoogwegt24**

How do you create

# YOUR STORYLINE?

Process

# HOW?

Content

# WHAT?

## THE PAIN



## THE PRODUCT



## WHAT'S UNIQUE



## PROOF/ VALIDATION



## WHY YOU?



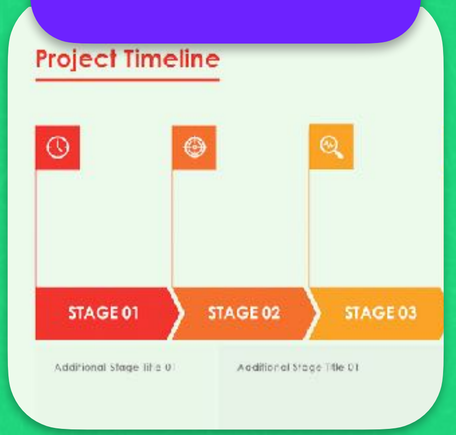
## THE TEAM



## THE ASK



## TIMELINE/ NEXT STEPS





# PAIN

What is the **problem** you solve?

The **Why** of the product



# 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 over 100Million drivers over **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?



**For impact focused startups**

Co2 emissions?

Kilos of plastic?

Damage to environment?

**Quantify** it:
put a **number** on it

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 **12 calls**"

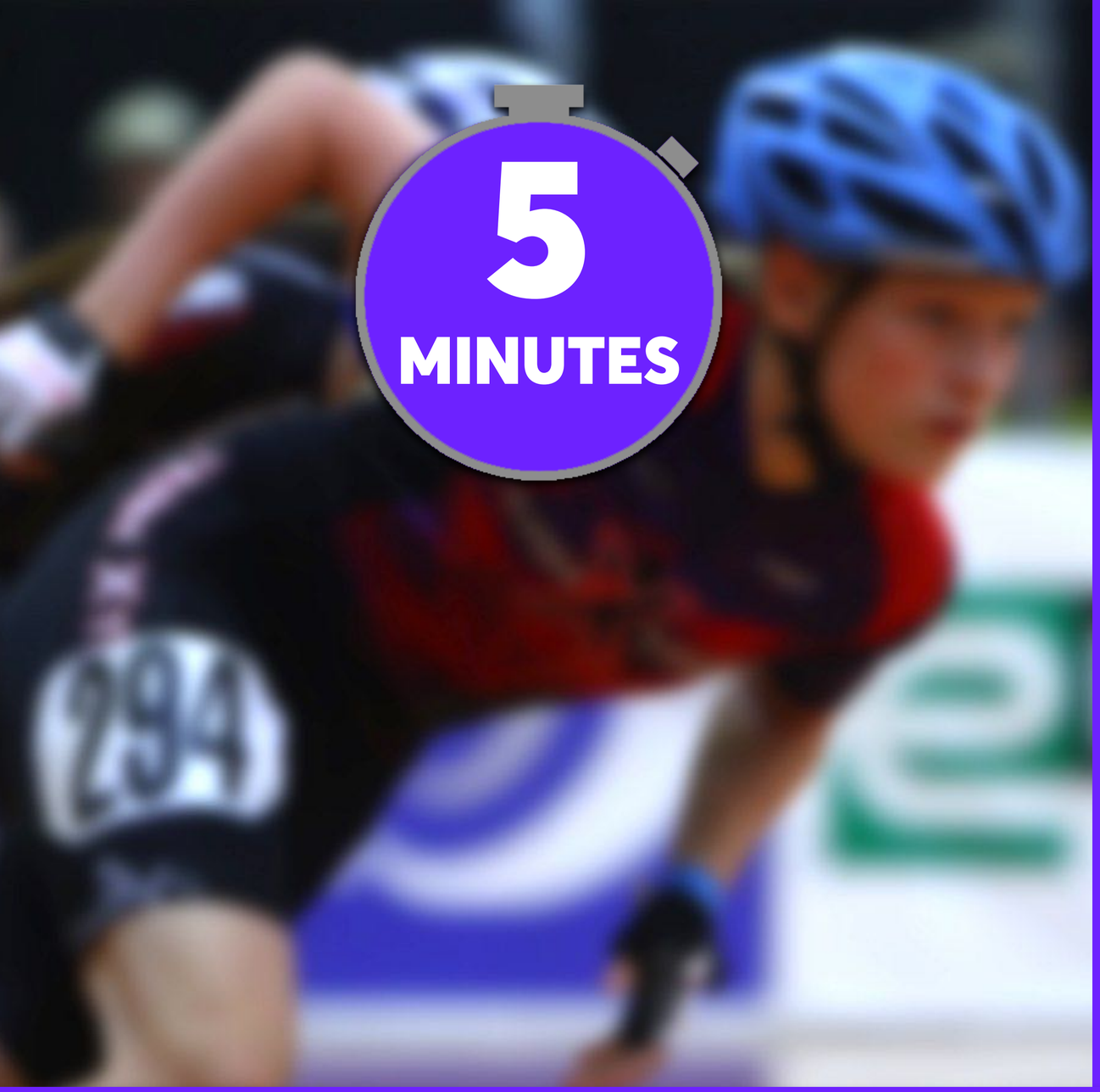
# Be specific
# PUT A NUMBER ON IT

"It creates a lot of CO2"

"There is too much energy inefficiency "

"It creates **X Million** Tonnes CO2"

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




# 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/hoogwegt24**



# 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/hoogwegt24**



# PRODUCT

How do you **solve** the problem?

What **improvement** does your product deliver - & **how much?**

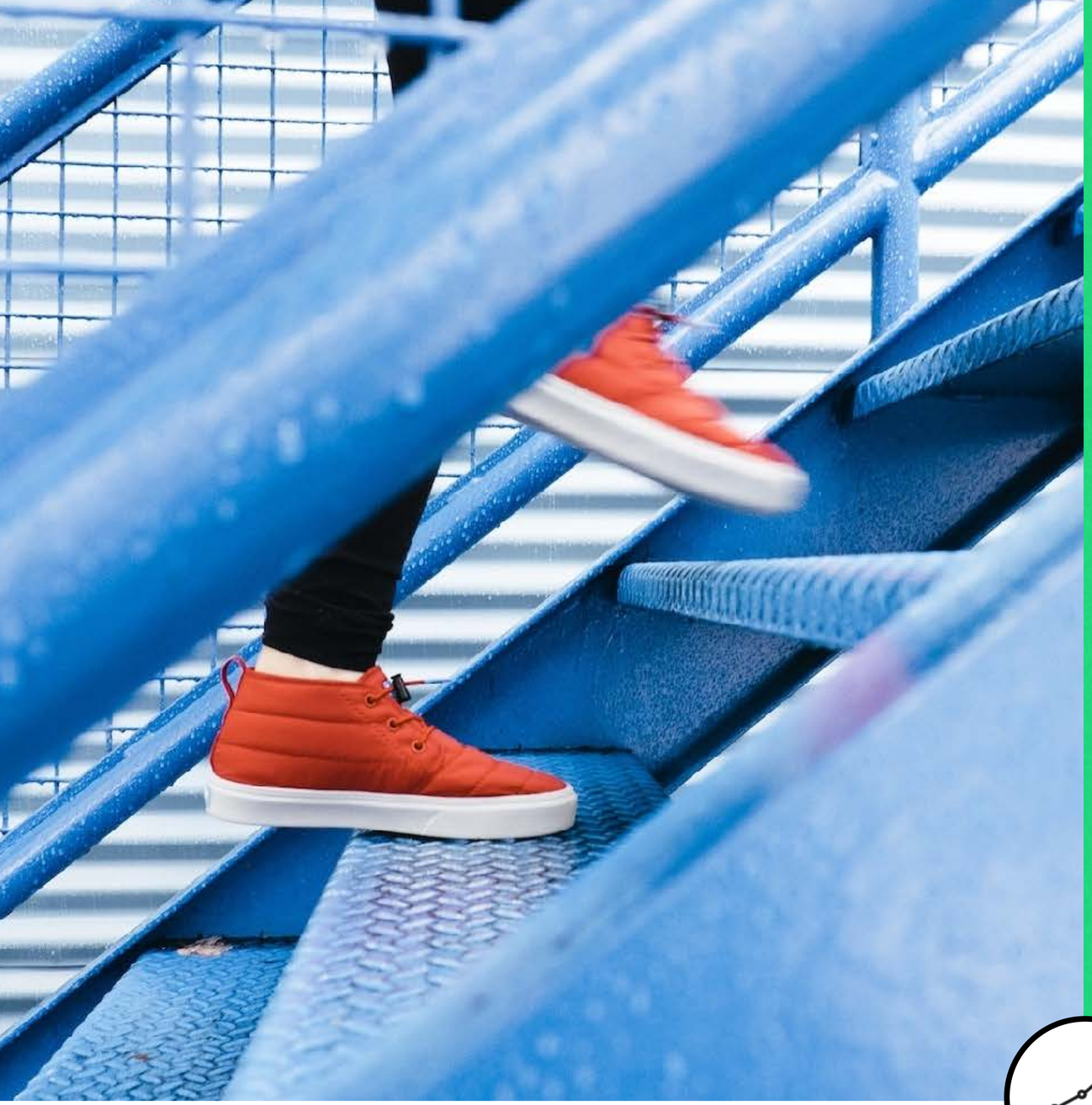


# UNIQUE

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

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

*(Any competitors to mention?)*



# PROOF/ TRACTION

Who's already **buying**?

**Recognisable** brands?

Customer success **stories?**

**Past product** track record?



# EARLY STAGE VALIDATION

What **testing** have you done?

Initial **feedback** from customers?



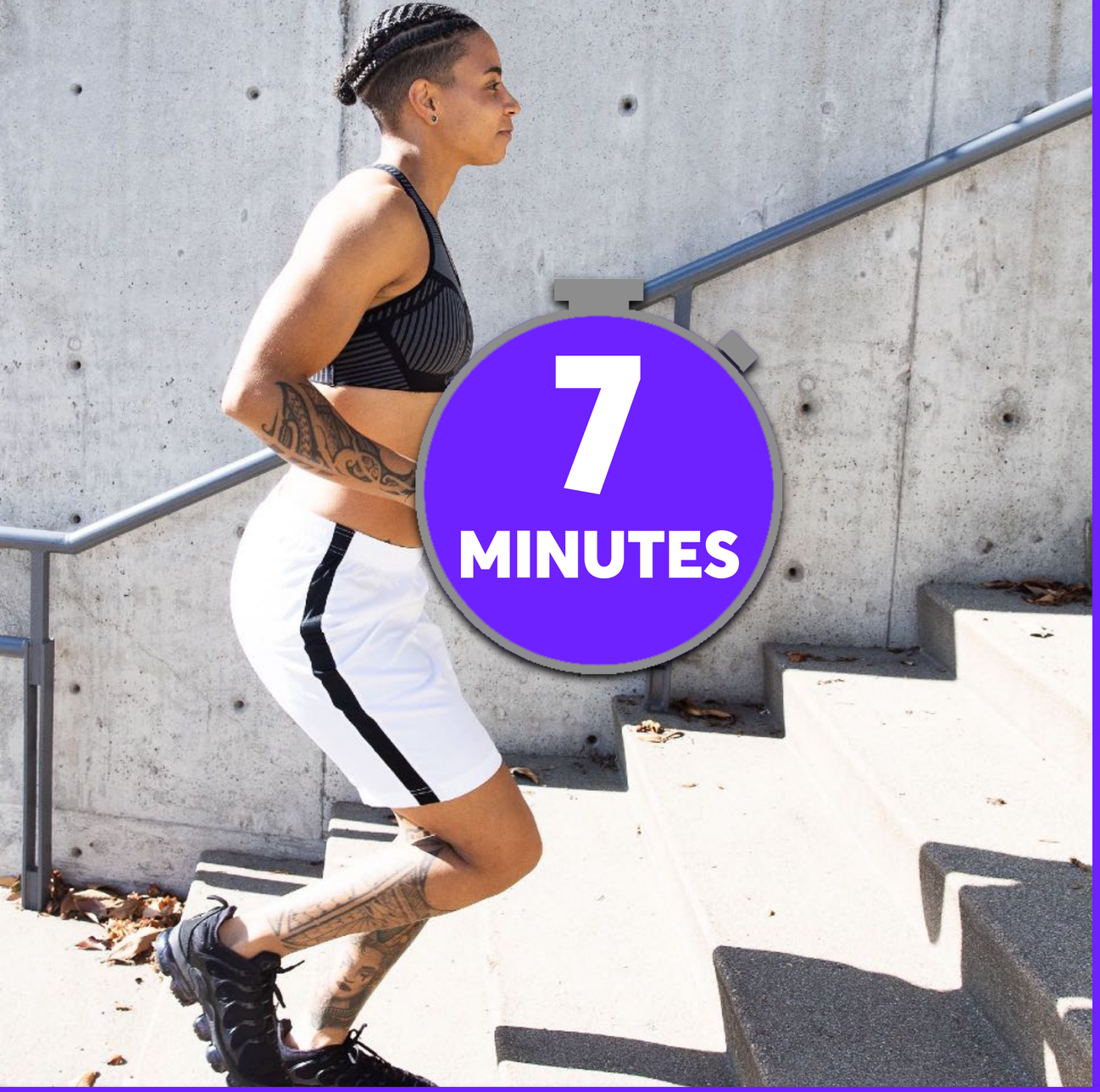
# THE ASK/ CALL TO ACTION

What's the **next step?**

**Follow Up Meeting?**

Introductions?

Commitment to start a **Pilot?**




# ACTION STEP

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

Product
What's Unique
Traction/Validation
The Ask/Call to Action

***Goal: 2-minute pitch about the overall proposition***

**best3minutes.com/briskr**



# ACTION STEP

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

Product
What's Unique
Traction/Validation
The Ask/Call to Action

***Goal: 2-minute pitch about the overall proposition***

**best3minutes.com/briskr**


Let's put the thinking
INTO ACTION!




# ACTION STEP

**Prepare** a **2-minute** pitch with the following;

Pain,
Product
What's Unique
Traction/Validation
The Ask/Call to Action

**120 seconds = 18 sentences**




# ACTION STEP

**Prepare** a **2-minute** pitch with the following;

Pain,
Product
What's Unique
Traction/Validation
The Ask/Call to Action

**120 seconds = 18 sentences**

**best3minutes.com/briskr**

Welcome Back!

# LET'S MAKE IT REAL!




# ACTION STEP

**Test** a **2-minute** pitch with the following;

Pain,
Product
What's Unique
Traction/Validation
The Ask/Call to Action

**120 seconds = 18 sentences**

**best3minutes.com/hoogwegt24**




# ACTION STEP

**Test** a **2-minute**
pitch with the following;

Pain,
Product
What's Unique
Traction/Validation
The Ask/Call to Action

**120 seconds = 18 sentences**

**best3minutes.com/hoogwegt24**


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?


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**

# The Open-3-Close© Pitch Model

Who is your
**AUDIENCE**

Establish your
**OBJECTIVE**

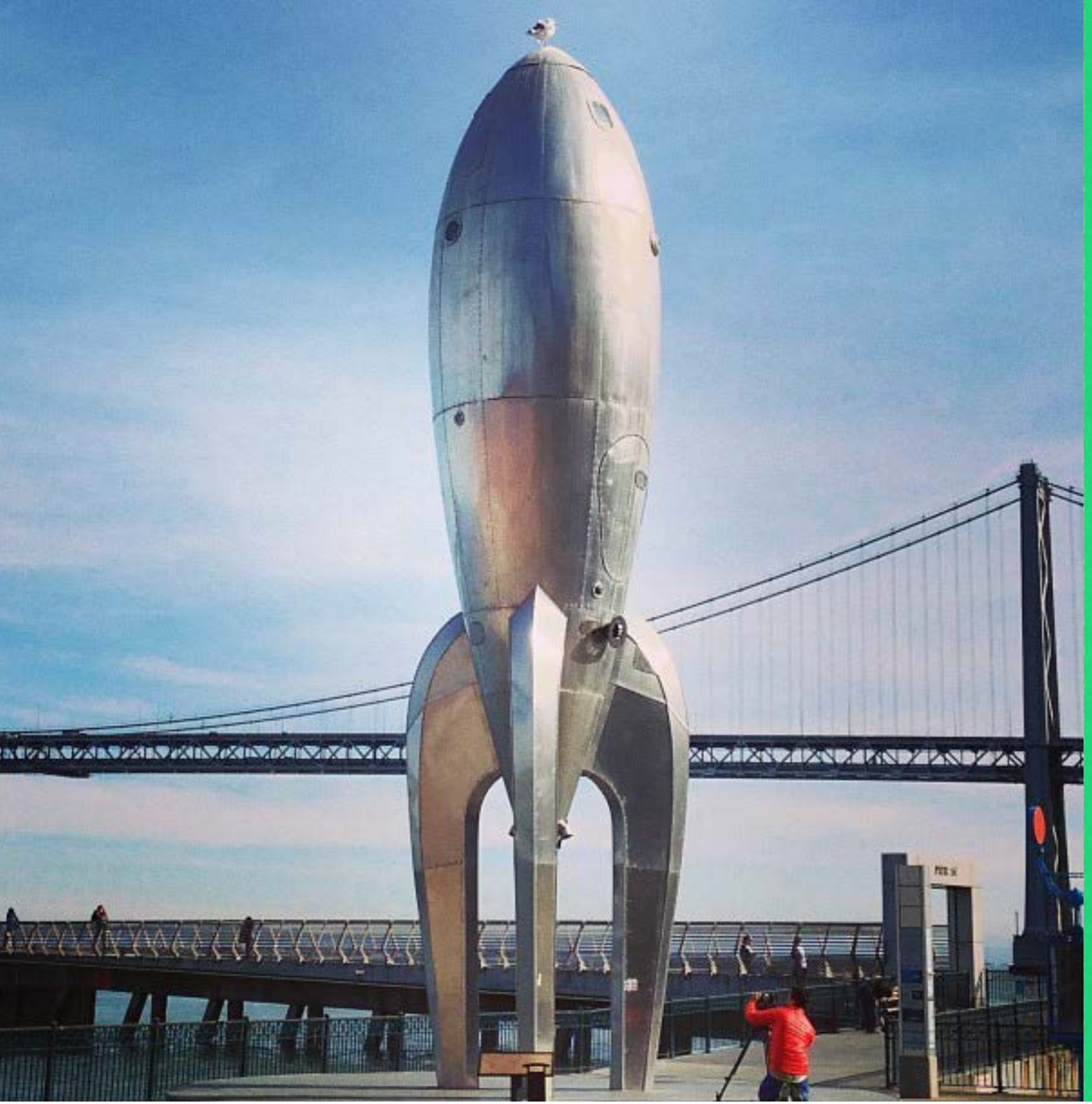
**BRAINSTORM**
with Post-It Notes

**Opening**



Best 3 Minutes


Make the first word count
OPEN POWERFULLY



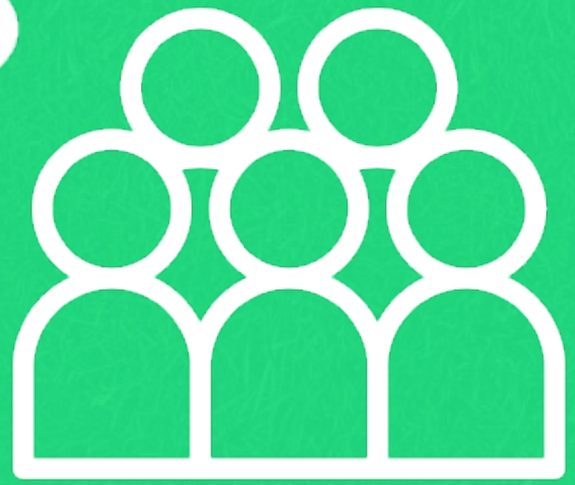
# The first 20 seconds buys

# 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

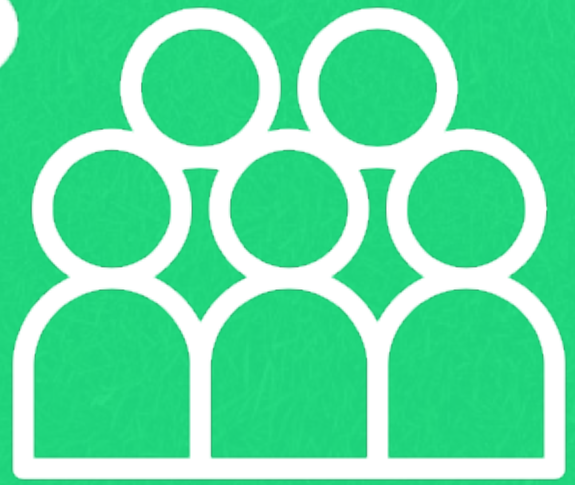
SADDL



*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**

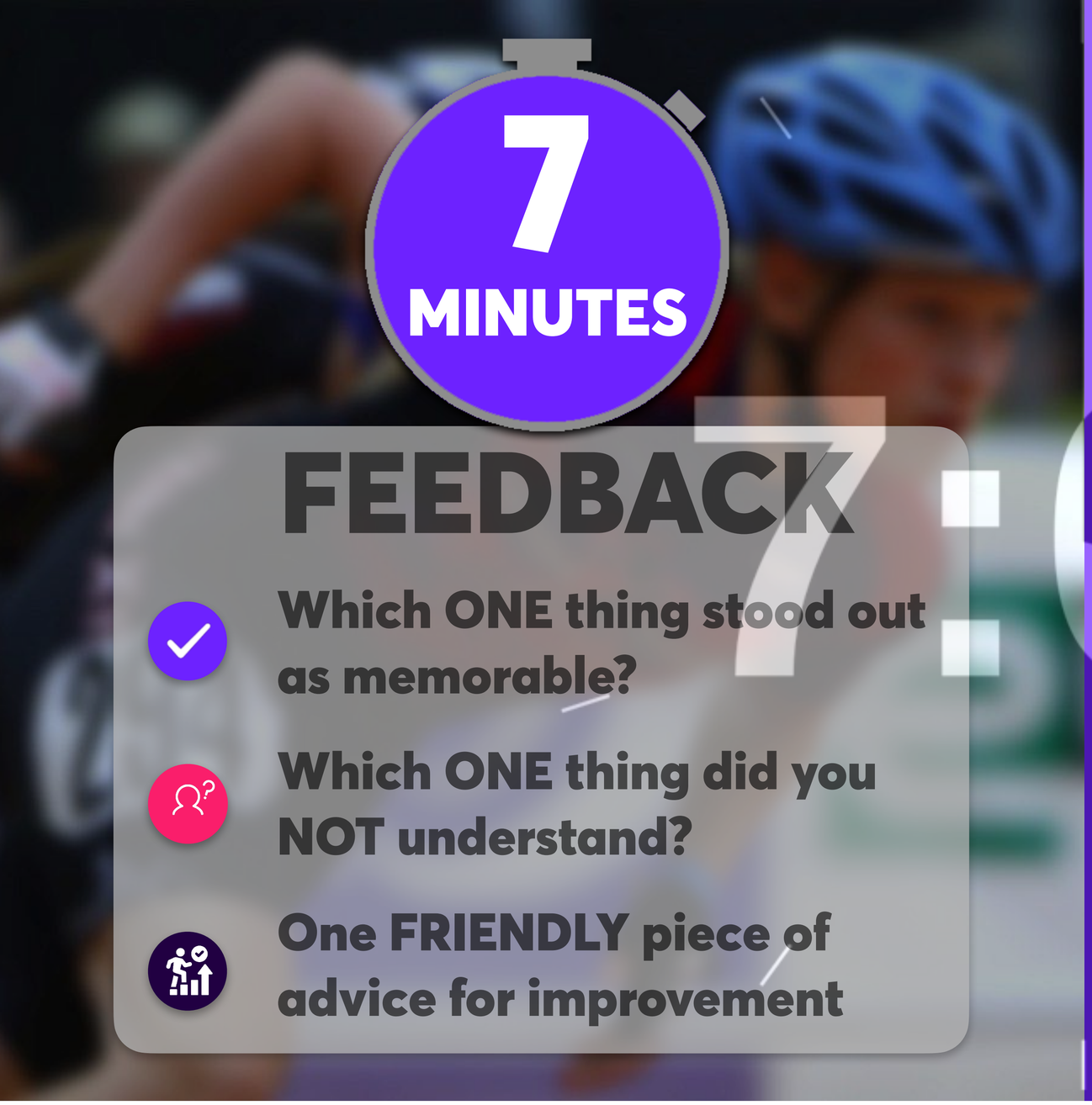
5




# 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?**
- **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


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?

# 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



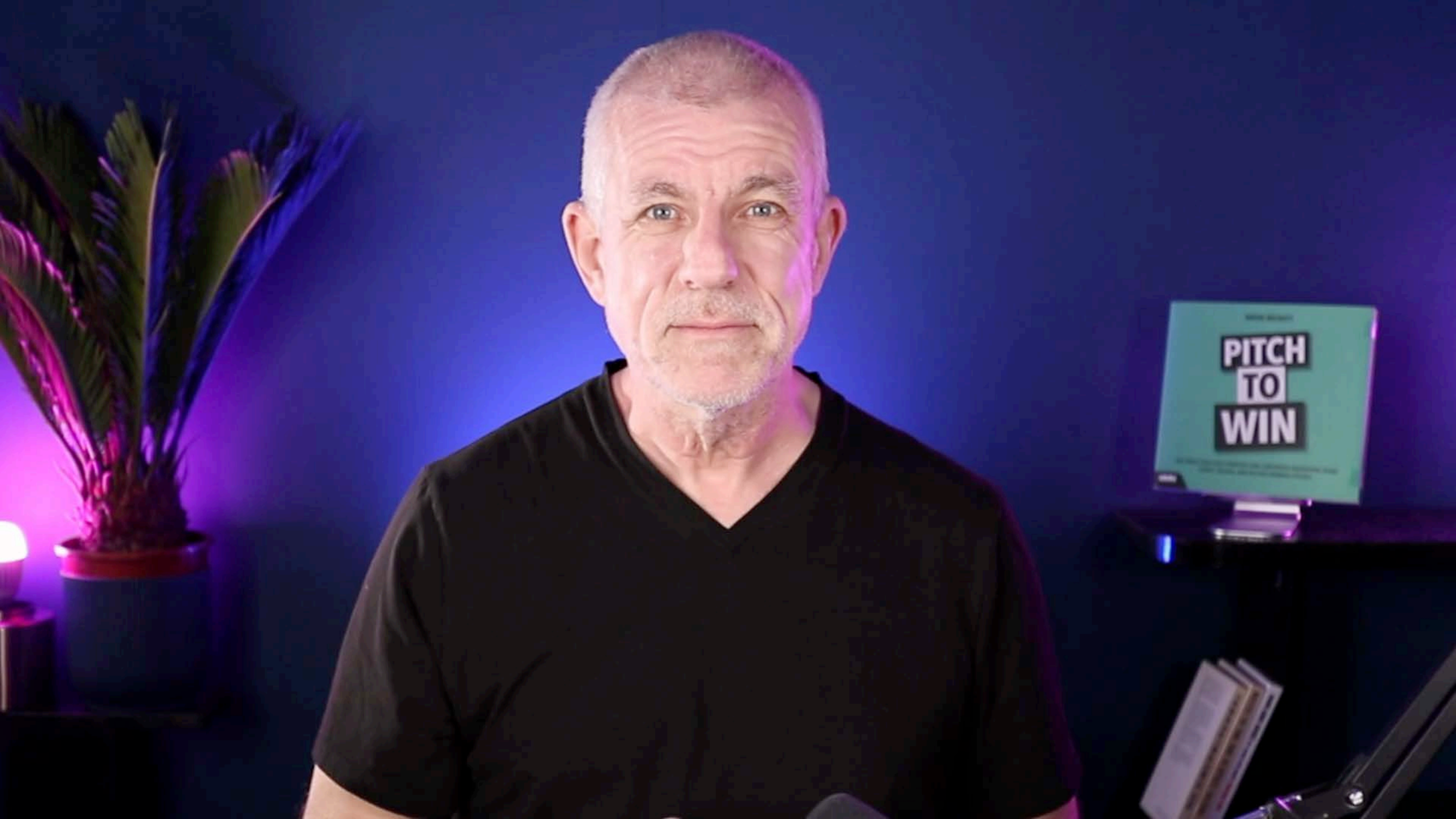
What happens if I say…

# “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?


PITCH
TO
WIN

# How do you apply
# THE POWER OF THREE?



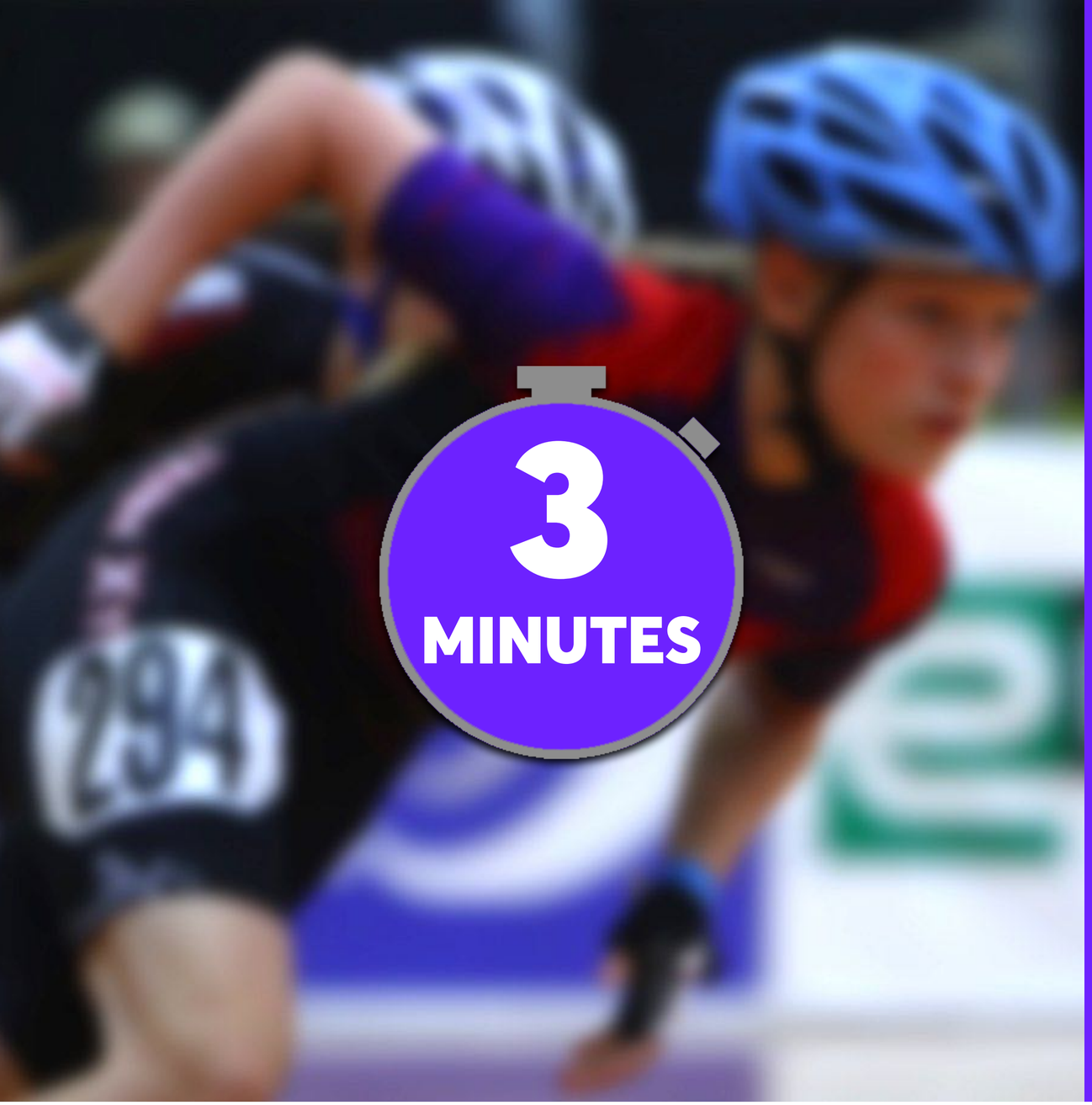
# Break your product into
# THREE BIG QUALITIES

**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.



# ACTION STEP

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

5

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…"**

# 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/hoogwegt24**

# All the workshop
# SLIDES




**best3minutes.com/hoogwegt24**

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/davidbeckettpresentationcoach

© David Beckett

Best 3 Minutes

# 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**

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

© David Beckett

Best 3 Minutes

# 5

## 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/davidbeckettpresentationcoach

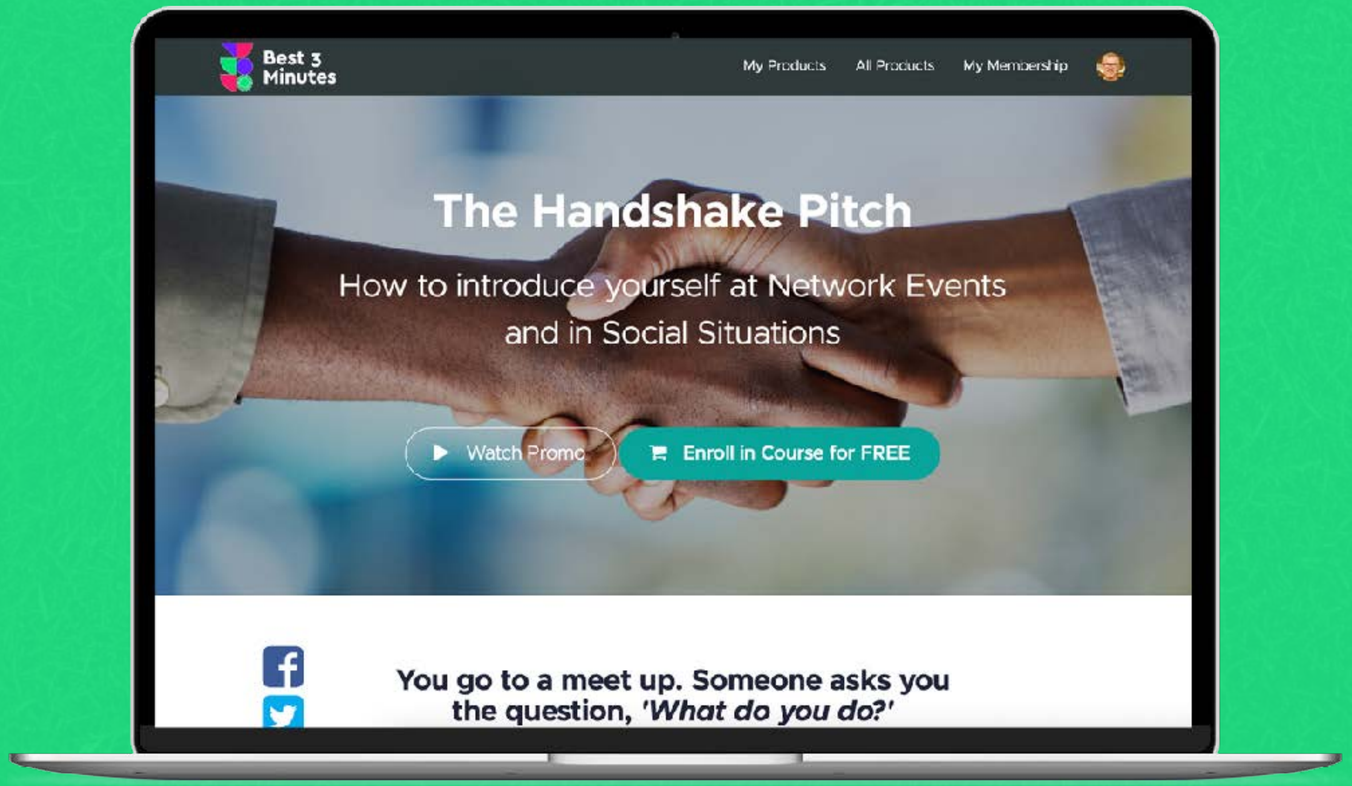
© David Beckett

**best3minutes.com/hoogwegt24**

FREE

10 Minute Online Course

# YOUR INTRO PITCH




**best3minutes.com/hoogwegt24**




# The Essential Pitch Podcast

best3minutes.com/hoogwegt24



# David Beckett

Best3minutes.com

Connect with me on LinkedIn™

best3minutes.com/hoogwegt24

# What goes wrong in the
# FIRST 2 MINUTES OF 1st MEETING?



**92%**
**FAIL**
920/1000

- Too much history
- Too much product
- Too long a story

# What happens in the **FIRST 2 MINUTES?**

I put the startup into one of **3 mental buckets...**



**EXCITING!**

Tell me more!



**MAYBE..**

Let's see…



**NO!**

Not for me

You can fix what goes wrong in

# FIRST 2 MINUTES



## Give them your BEST STUFF in the first 2 Minutes

# Tell them the things
# THEY WANT TO KNOW



**Huge Unsolved Pain**



**Decent Product**



**Progress & Traction**




**Amazing Team**

# Tell them the things
# THEY WANT TO KNOW










## And tell them **QUICK!**

**Huge Unsolved Pain**

**Decent Product**

**Progress & Traction**

**Amazing Team**



# STRUCTURING YOUR NEXT PITCH MEETING

How we usually **plan** a 30-Minute Meeting

| Pitch | Q&A |
| --- | --- |
| **20 Mins** | **10 Mins** |

The **reality** of how it actually goes!

| Tech | Pitch | Q&A |
| --- | --- | --- |
| **3 Mins** | **25 Mins** | **5 Mins** |

# A **Better Plan** for a 30-Minute Meeting

| Tech | Pitch | Q&A | Next Steps |
| --- | --- | --- | --- |
| **3 Mins** | **3-5 Mins** | **15 Mins** | **5 Mins** |

Ask the magic question… 🪄

**What would you like to know more about?**

# A **Better Plan** for a 30-Minute Meeting

| Tech | Pitch | Q&A | Next Steps |
|---|---|---|---|
| **3 Mins** | **3-5 Mins** | **15 Mins** | **5 Mins** |

Ask the magic question… 🪄

**What would you like to know more about?**

Ask the **SECOND** magic question… 🪄

**Which 2-3 things do we need to change for you to take another look?**




# How to pitch at
# THE CONGRESS




One Page Guide

# PITCH AT A CONGRESS

best3minutes.com/hoogwegt24



# Focus: How do you
# OPTIMISE YOUR TIME?

# WHO'S YOUR AUDIENCE?

Who are you **targeting** at this event?

What do **they CARE** about?

# WHAT'S YOUR OBJECTIVE?

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

**Action**, not just thinking



# Focus: How do you
# OPTIMISE YOUR TIME?

**1**

**Short Pitch to grab attention**

**2**

**Qualify: who are they?**

**3**

**Short pitch adapted to their interests**

Usually 3 major

# TARGET AUDIENCES

**CUSTOMERS**

**PARTNERS**

**JOURNALISTS**

# Pitch Your Company at a Congress

## How to adapt your pitch to your audience

1. **Short opening pitch to grab attention**
2. **Qualify: who are they?**
3. **Target pitch to their interests**

### 1 A 5-9 Sentence, 30-60 Seconds Opening Pitch Ready To Go!

- What do you do?
- What problem are you solving?
- Who are you solving it for?
- Have you got any traction? Customers, users.
- What's unique about your solution?

1. Short opening pitch to grab attention
2. Qualify: who are they?
3. Target pitch to their interests

## 1 A 5-9 Sentence, 30-60 Seconds Opening Pitch Ready To Go!

- What do you do?
- What problem are you solving?
- Who are you solving it for?
- Have you got any traction? Customers, users.
- What's unique about your solution?

## 2 Ask a Qualifying Question - Who Are They?

- What's your interest here at the event?
- What brought you to our stand?
- How does what I've shown match your interest?

What's your interest here at the event?

What brought you to our stand?

How does what I've shown match your interest?

## 3 Have a Following 2-3 Minute Pitch Ready for Each Group

| CUSTOMER | PARTNER | JOURNALIST |
|---|---|---|
| Demo the unique and high value aspects of the product. | Demo the unique and high value aspects of the product. | Why the journalist should write about it? New, first, unique etc. |
| Tell what customers love about the product. | Share what partners love about the product. | Availability? Where, when? |
| Explore their needs; how do they see this fitting their goals? | Explore how they see partnership opportunities. | Demo the product if they have time. |
| Team: what skills will help them succeed? | Team, what skills will help them succeed? | Pricing: 'Starts from', 'Free, with paid additional features.' |

**FINISH ALL PITCHES WITH A CLEAR NEXT STEP/CALL TO ACTION**



Usually 1 major

# AUDIENCE TO AVOID

"Oh, I always come to this event, just to see what's happening..."




# Create something they can **TAKE AWAY**

A4 or A5 leaflet

1 page,
good quality,
cheap to make

Politely but firmly

# CLOSE THE CONVERSATION

"Nice to meet you.

You can read more here.

Our website is on the leaflet.

Have a great day and enjoy the event!"