

Pitch Coach
Creator of The Pitch Canvas©
TEDx Speech Coach

David Beckett

best3minutes.com



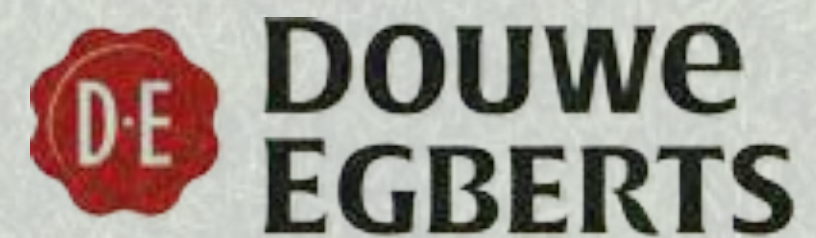
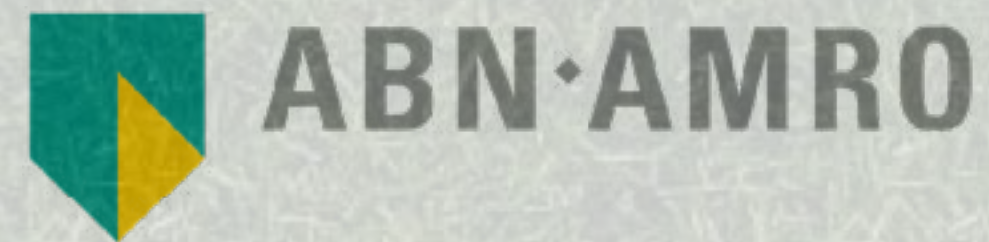
Best 3
Minutes

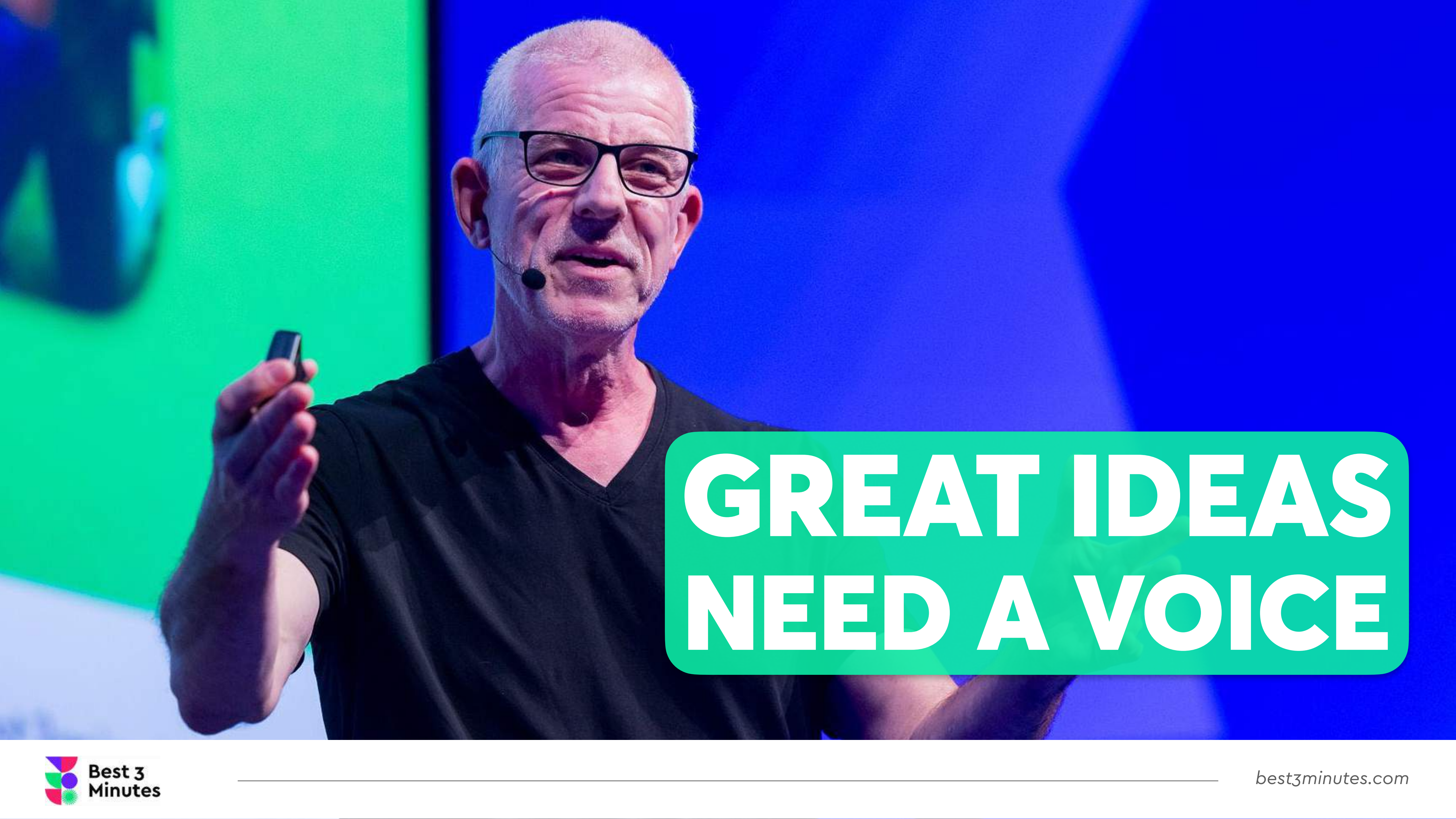
Coached 2500+ Startups & Scaleups
RAISED OVER €460MILLION



31 Countries

TRAINED 36,000+ PEOPLE



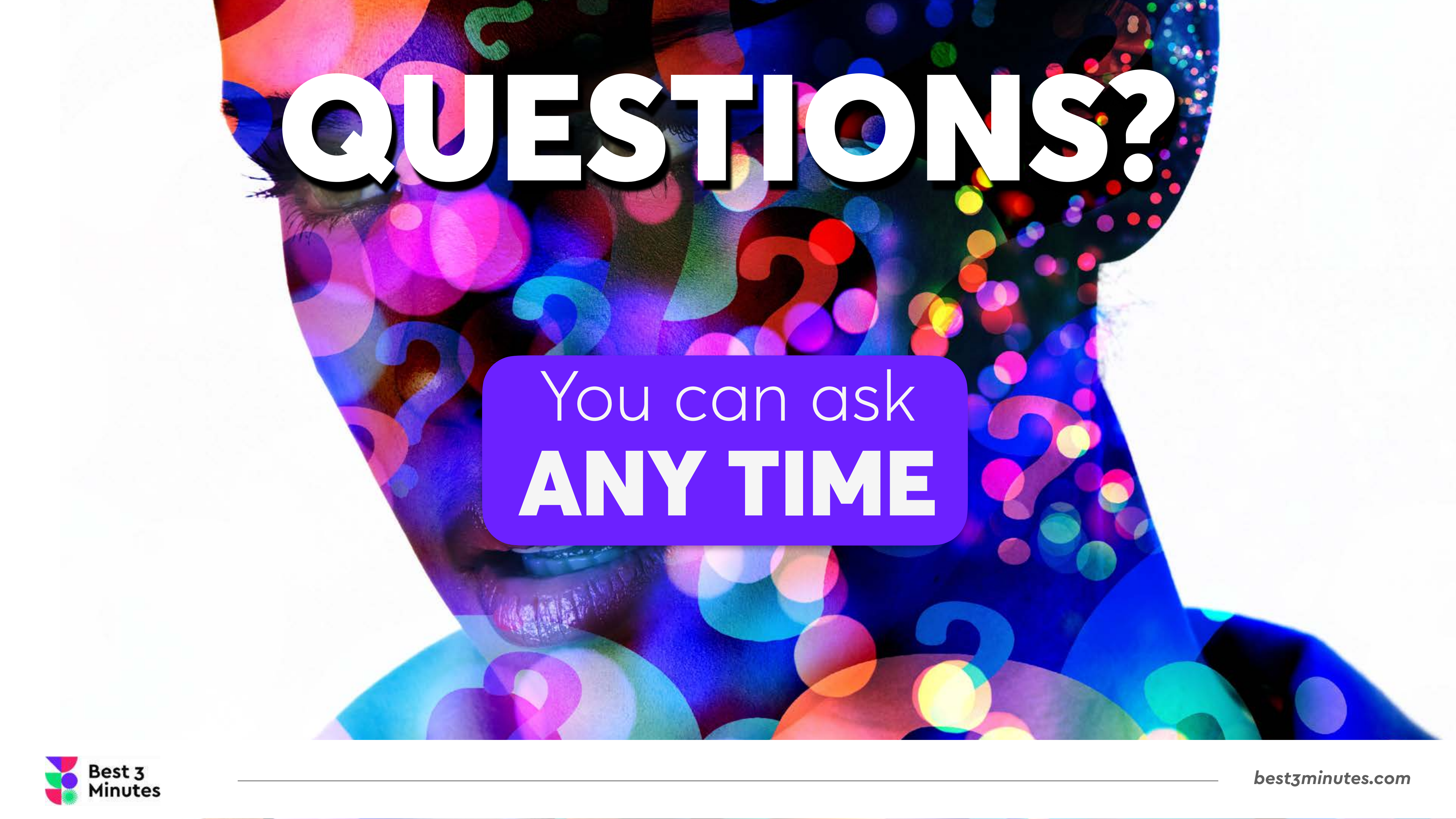
A man with short grey hair and glasses is speaking on a stage. He is wearing a black V-neck shirt and has a small microphone clipped to his shirt. He is holding a small black object in his right hand. The background is a bright blue wall with a green screen on the left side.

**GREAT IDEAS
NEED A VOICE**

You will receive

SLIDES AND MANY MATERIALS



A woman's face is shown in profile, looking towards the left. The face is filled with a vibrant, abstract pattern of colorful bokeh lights and question marks. The colors include shades of blue, purple, pink, orange, and green. The question marks are in various sizes and colors, including blue, pink, and orange. The overall effect is a sense of wonder and curiosity.

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

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30 Seconds to someone you
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Who are we pitching to?



Why are we pitching?



What should we pitch?

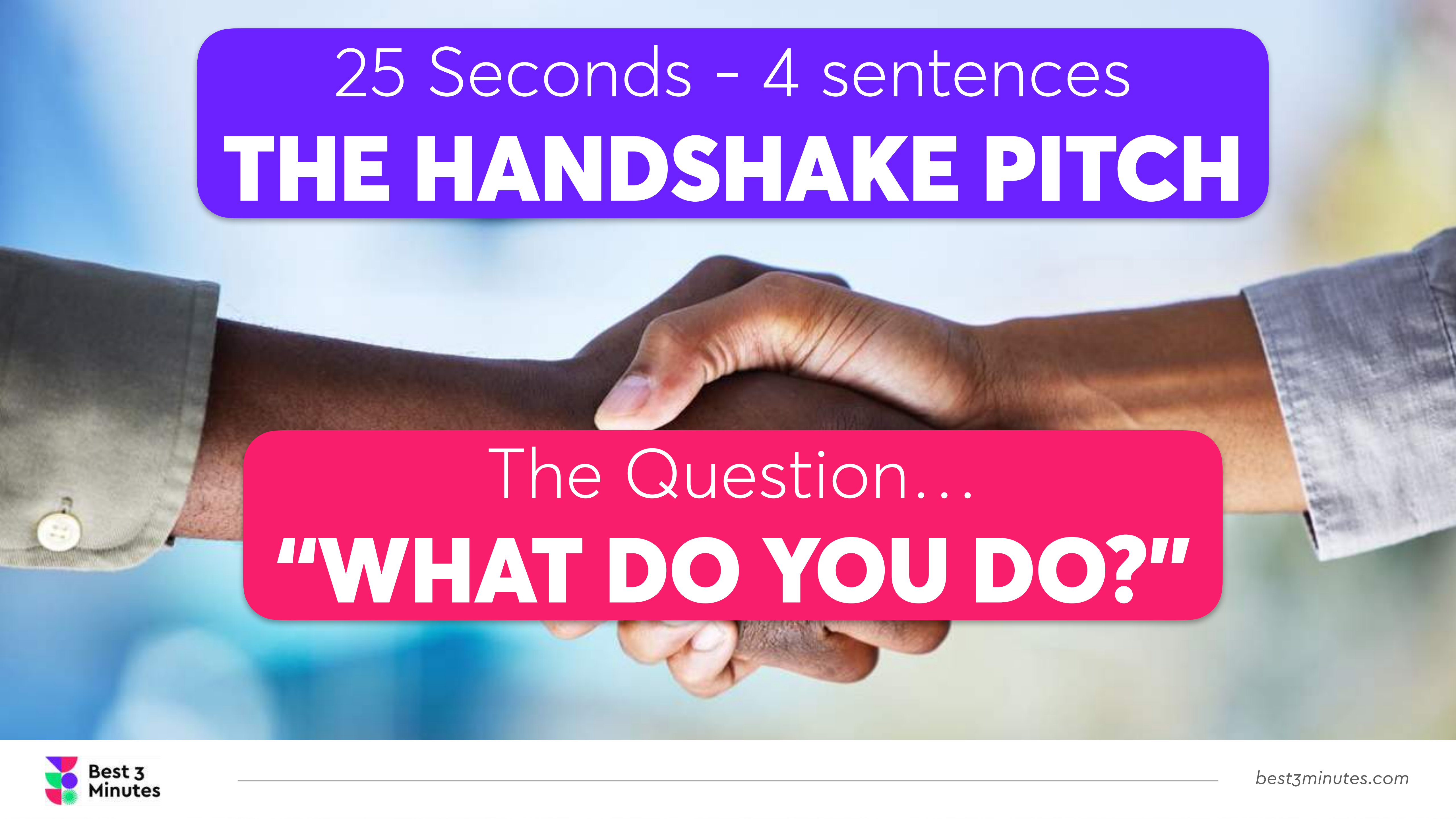
A detailed photograph of a workshop wall covered in numerous old, rusty tools. The tools are organized in rows, including various types of hammers, wrenches, pliers, and saws. The wall is made of white-painted wooden planks. A large, dark blue rounded rectangle is superimposed over the center of the image, containing the word 'TOOLS' in white, bold, sans-serif capital letters.

TOOLS

The most frequent pitch **YOU WILL EVER MAKE**







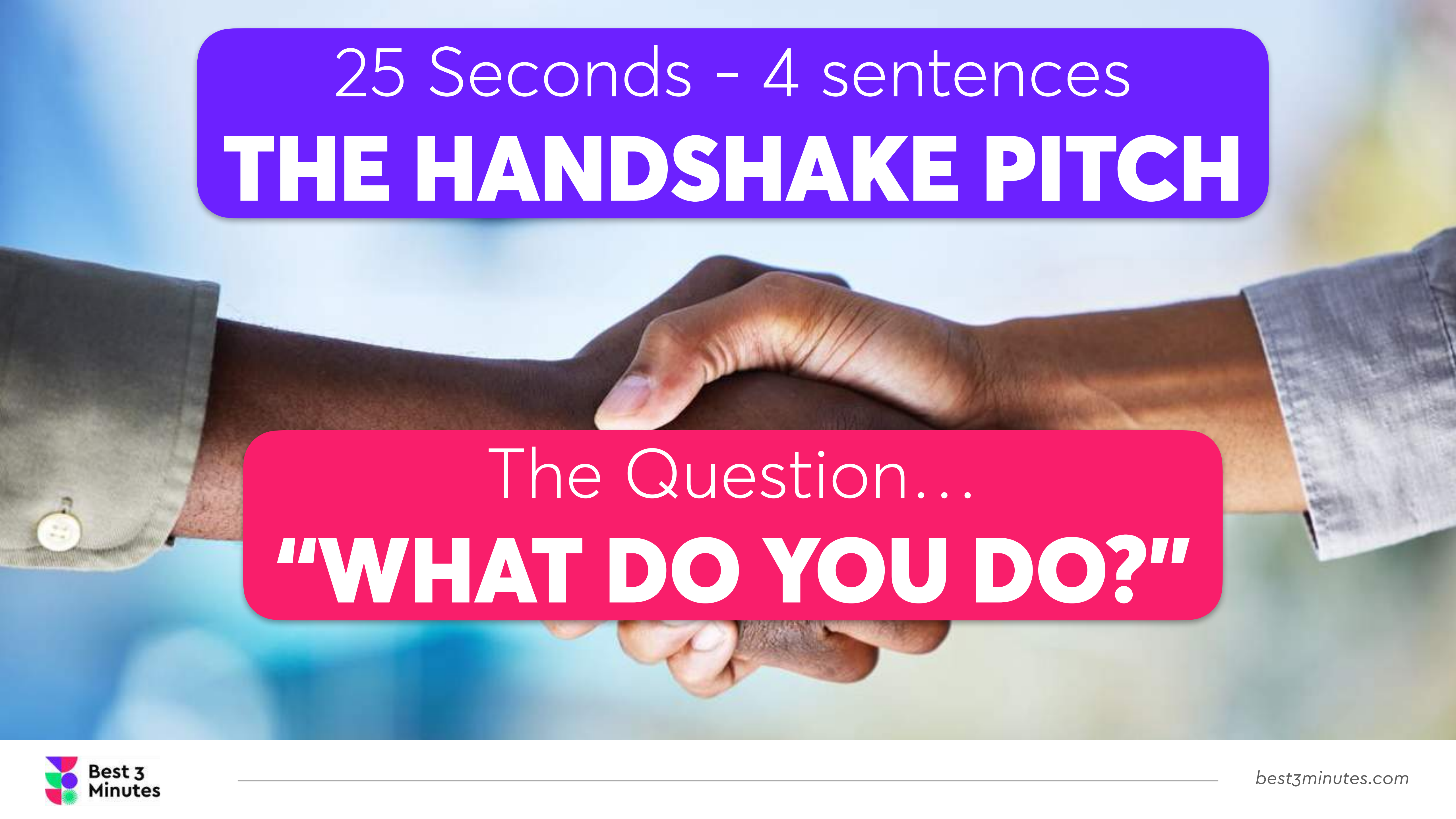
25 Seconds - 4 sentences

THE HANDSHAKE PITCH

The Question...

"WHAT DO YOU DO?"





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**?

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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/rockstartbl

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/rockstartbl

ACTION STEP

Write down your Handshake Pitch:

25 seconds, 4 sentences

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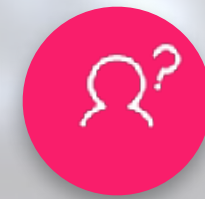
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FEEDBACK



Which **ONE** thing stood out as memorable?



Which **ONE** thing did you **NOT** understand?



One **FRIENDLY** piece of advice for improvement

ACTION STEP

Test your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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FEEDBACK



Which **ONE** thing stood out as memorable?



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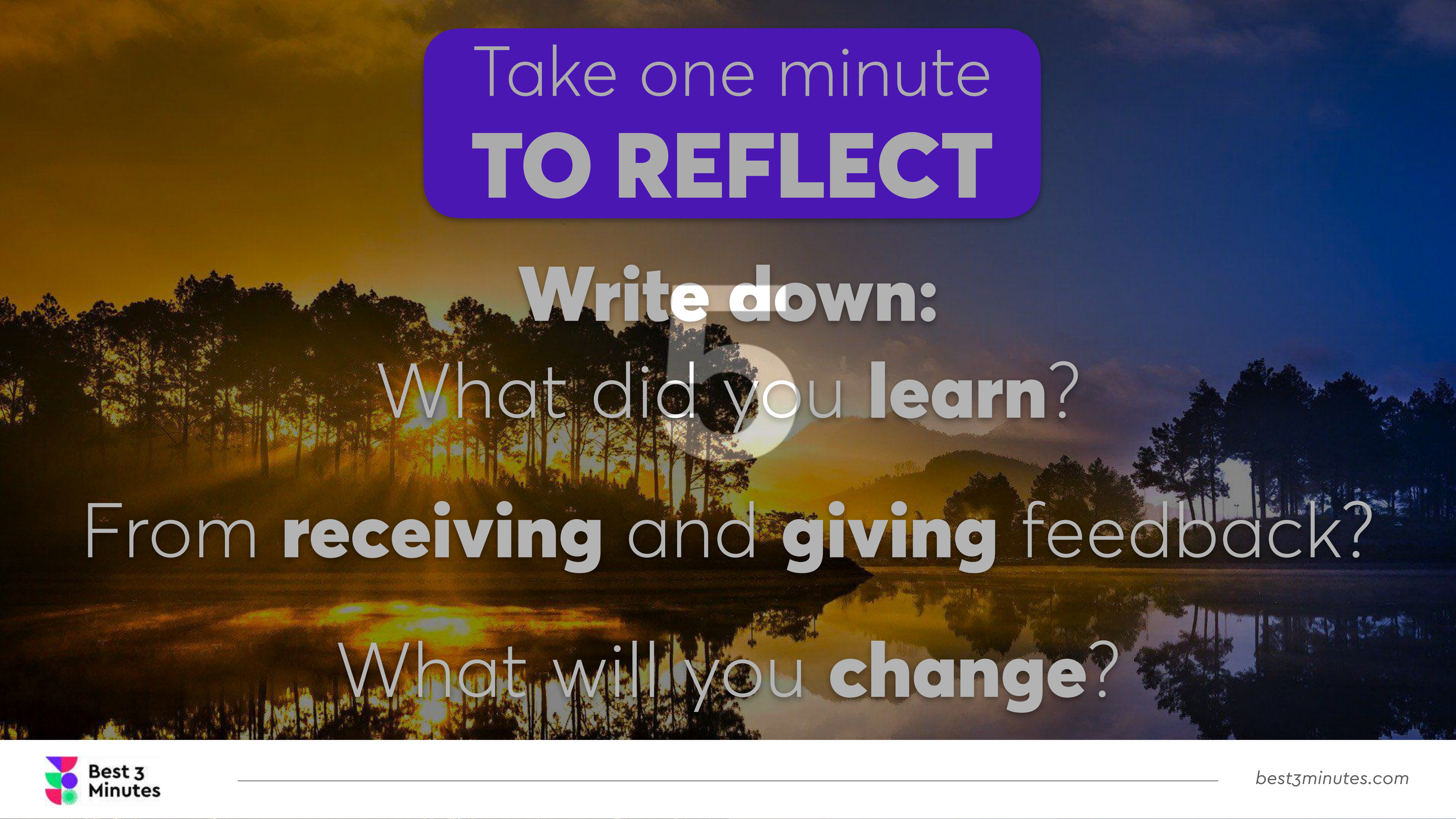
Take one minute
TO REFLECT

Write down:

What did you **learn**?

From **receiving** and **giving** feedback?

What will you **change**?



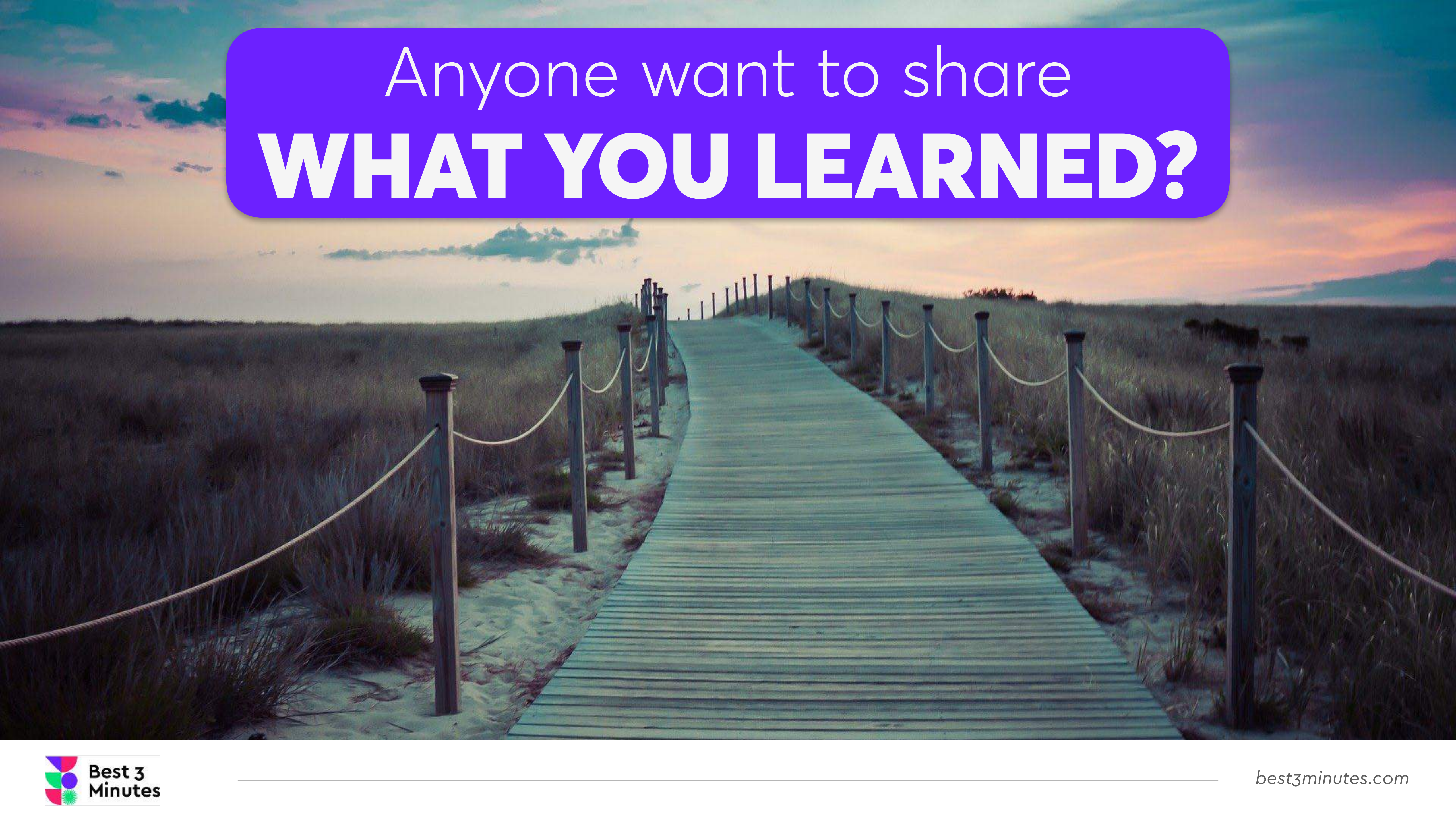
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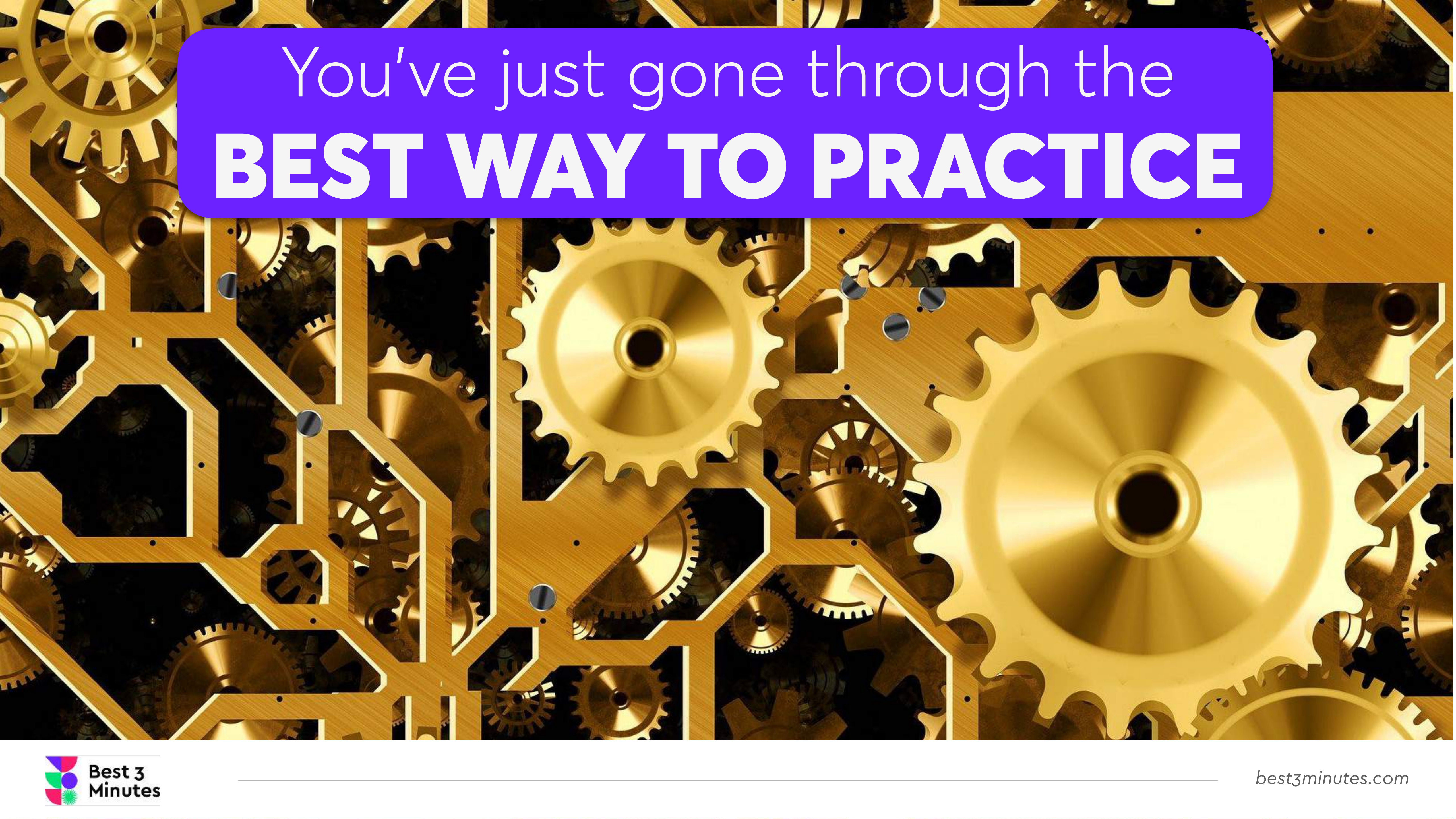
What did you **learn**?

From **receiving** and **giving** feedback?

What will you **change**?

A wooden boardwalk with rope railings leads through a grassy field at sunset. The sky is a mix of orange, pink, and blue, with some clouds. The boardwalk is made of wooden planks and is flanked by tall grass. The rope railings are made of thick, light-colored rope. The boardwalk leads towards the horizon, where the sun is setting.

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



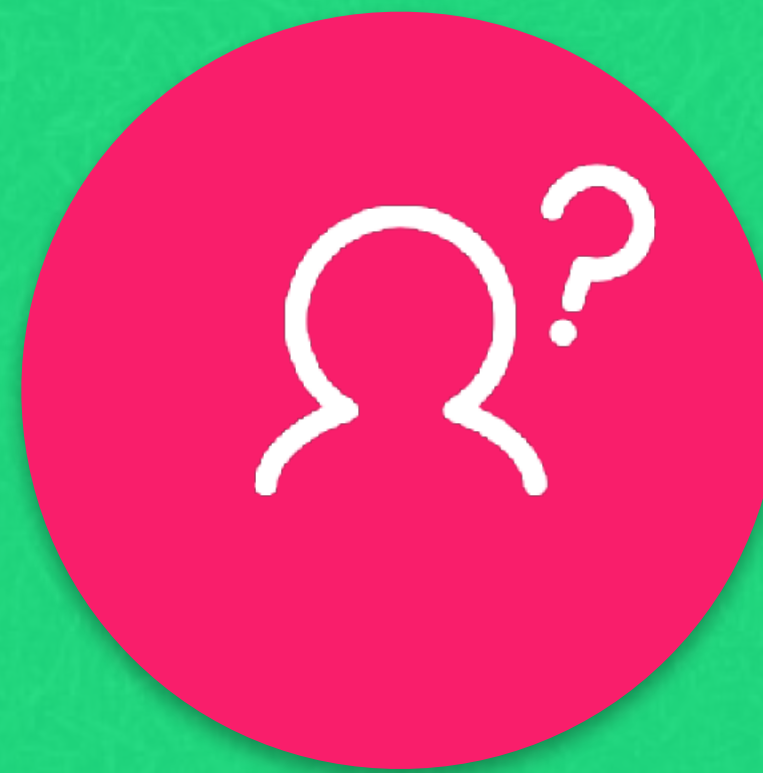
GET FEEDBACK



GET FEEDBACK



**What
stood out?**



**What did you
not understand?**



**Friendly advice
for improvement**

Let's talk about
BODY LANGUAGE



GET THE STORY CLEAR FIRST

Making your story

FOCUSED & MEMORABLE

The Power of **THREE**

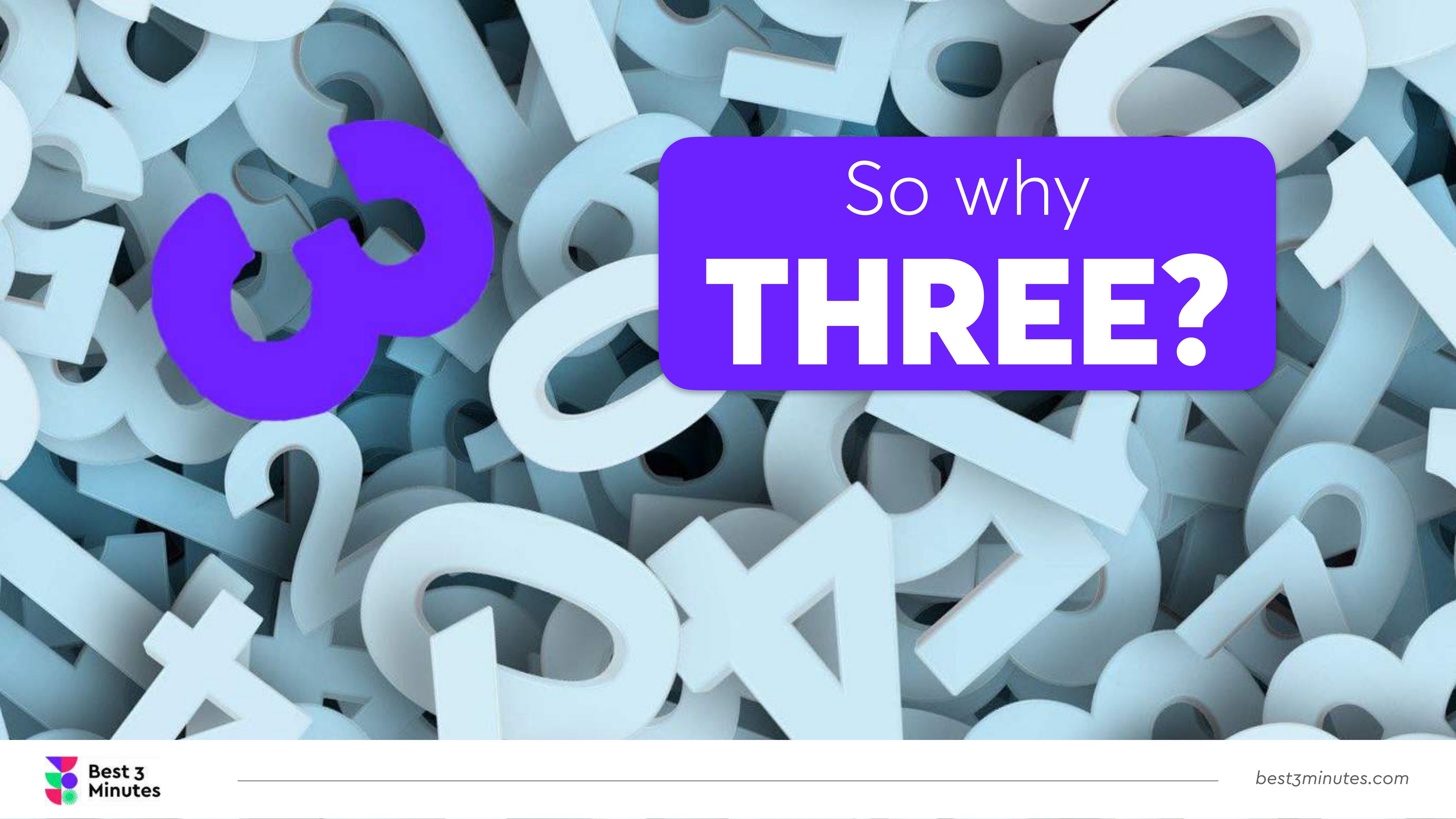


What happens if I say...

**"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?



How do you apply

THE POWER OF THREE?

Break your product into

THREE BIG QUALITIES

FASTER

**LOWER
COST**

**MUCH
EASIER
TO USE**

A man with dark hair, wearing a dark suit, a light purple shirt, and a striped tie, is speaking at a podium. He is looking slightly to his left. The background is a simple stage with a light blue upper half and a dark brown lower half.

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.

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;

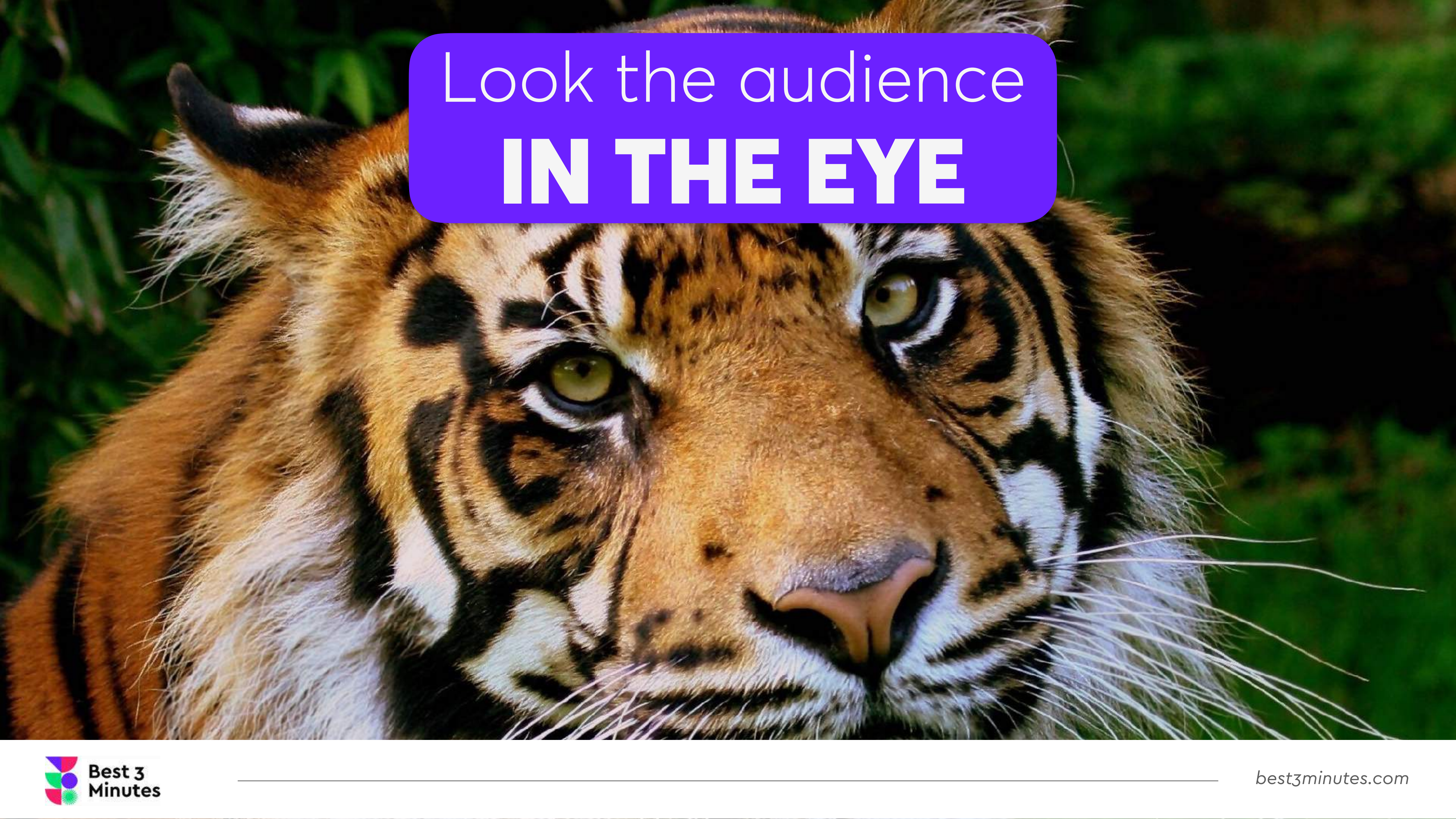
**"There are three things I
want to tell you;**

First...

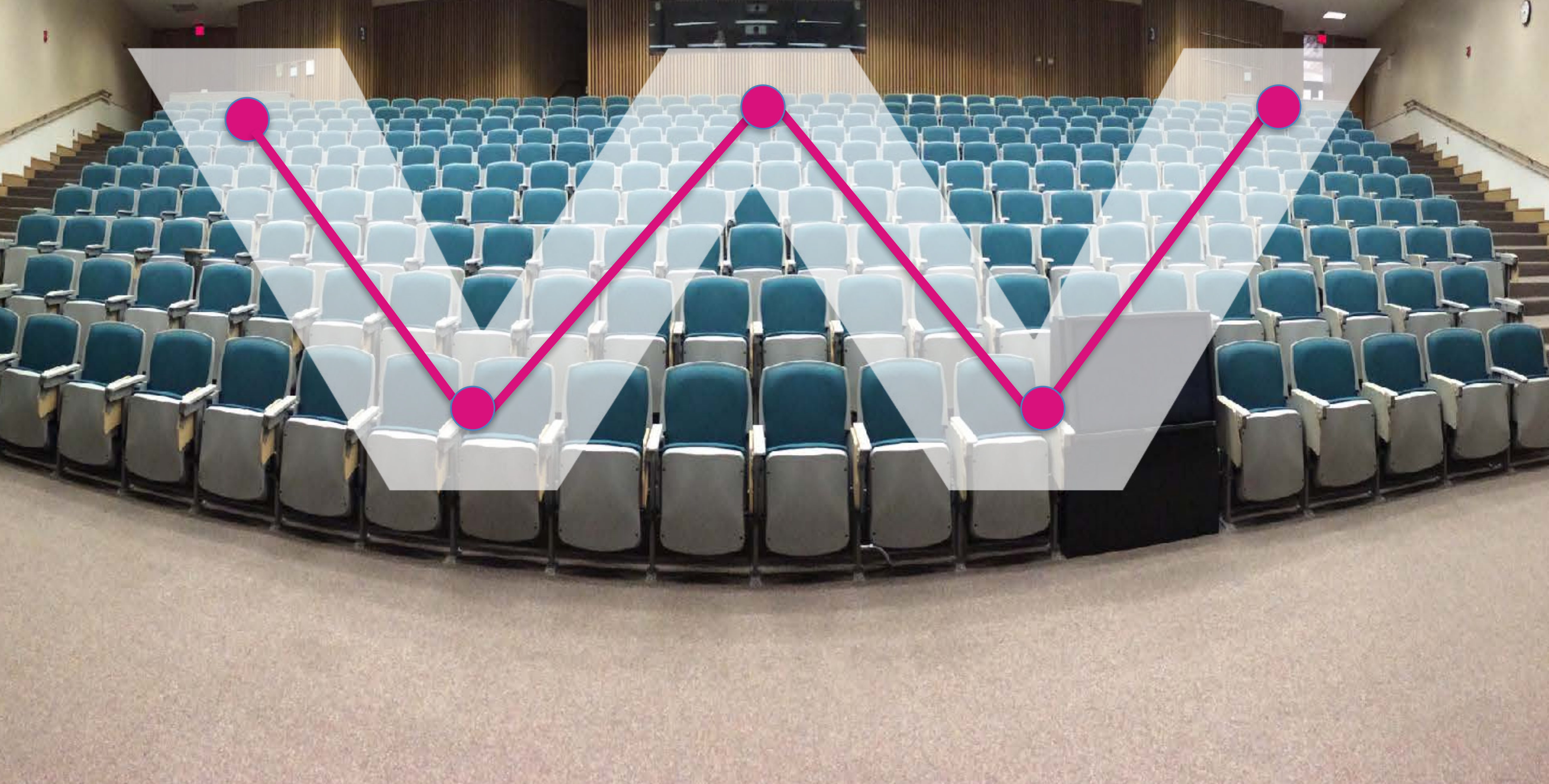
Second...

Third..."

What do we mean by
BODY LANGUAGE?



Look the audience
IN THE EYE



Use your hands to
EMPHASISE



Don'ts

In Pockets



Don'ts

In Pockets

Behind back



Don'ts

In Pockets
Behind back
On Hips



Don'ts
In Pockets
Behind back
On Hips
Across Body



Don'ts

In Pockets
Behind back
On Hips
Across Body
Gripped



Do's

Show the number



Do's

Show the number

Separate parties into
locations



Do's

Show the number

Separate parties into
locations

Put emphasis on the words
that matter



Do's

Show the number

Separate parties into
locations

Put emphasis on the words
that matter

Find a 'rest' position when
you are not emphasising

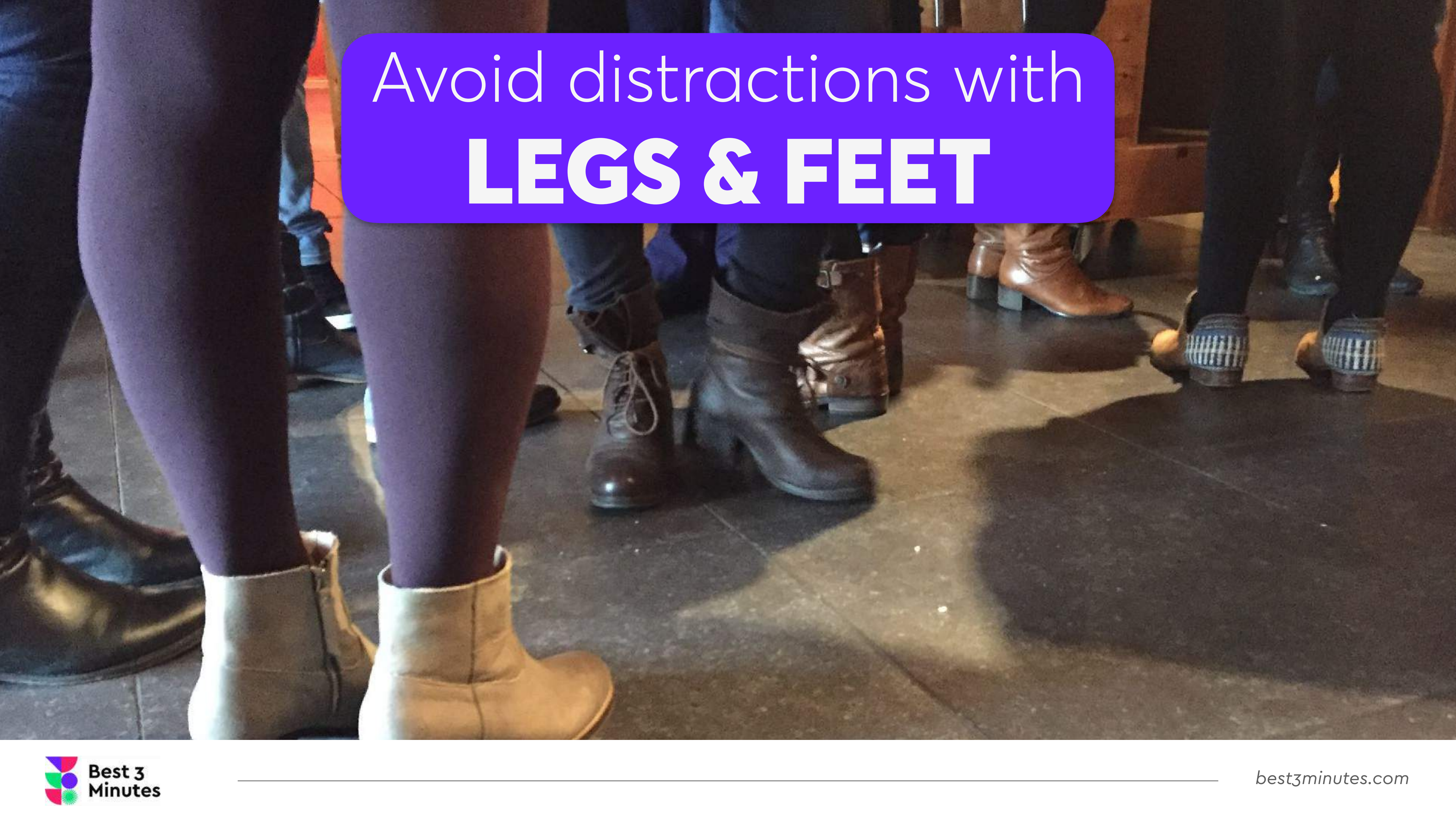


Get used to

HOLDING A CLICKER



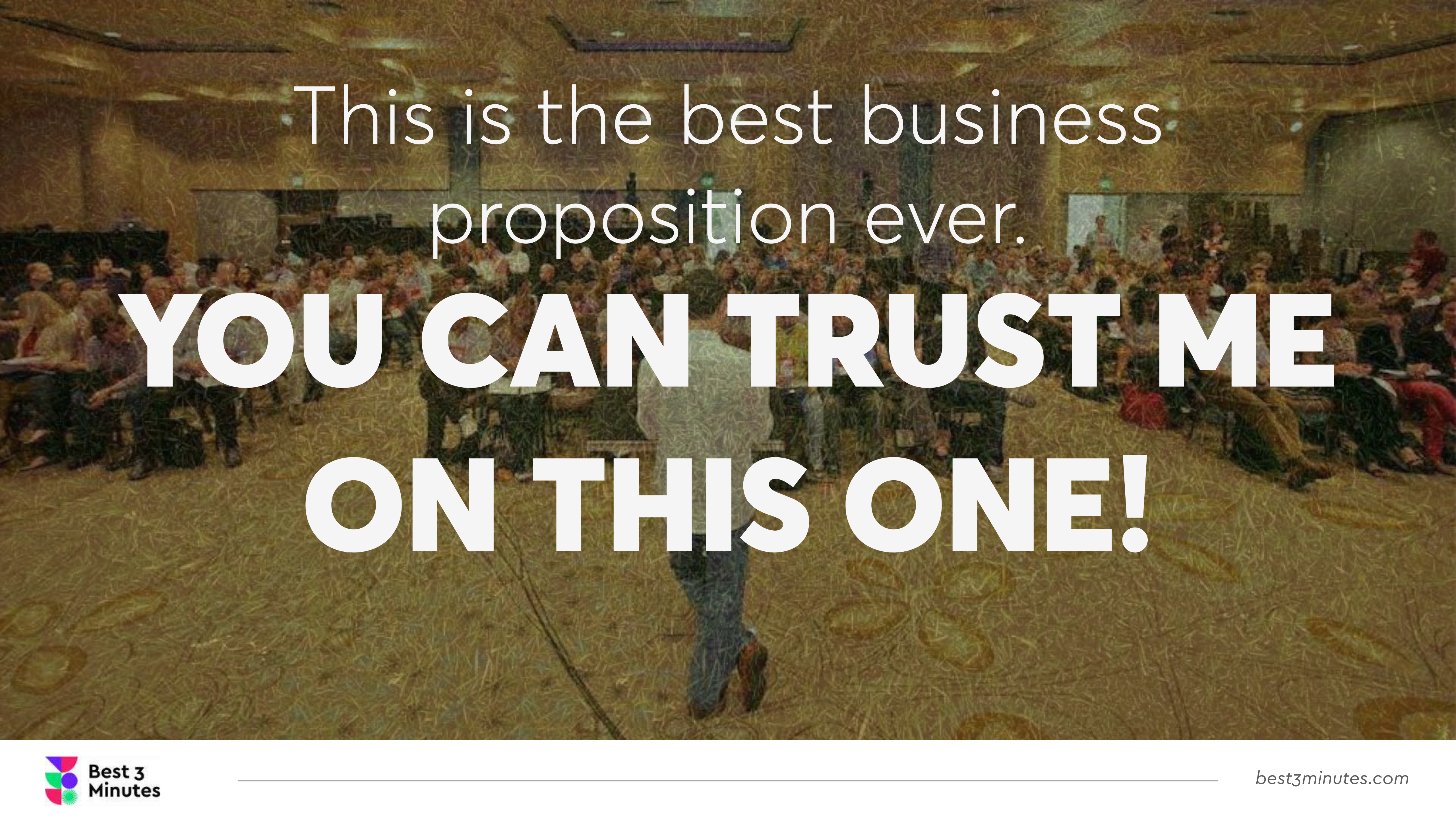




Avoid distractions with **LEGS & FEET**

Try saying the following
STANDING LIKE THIS

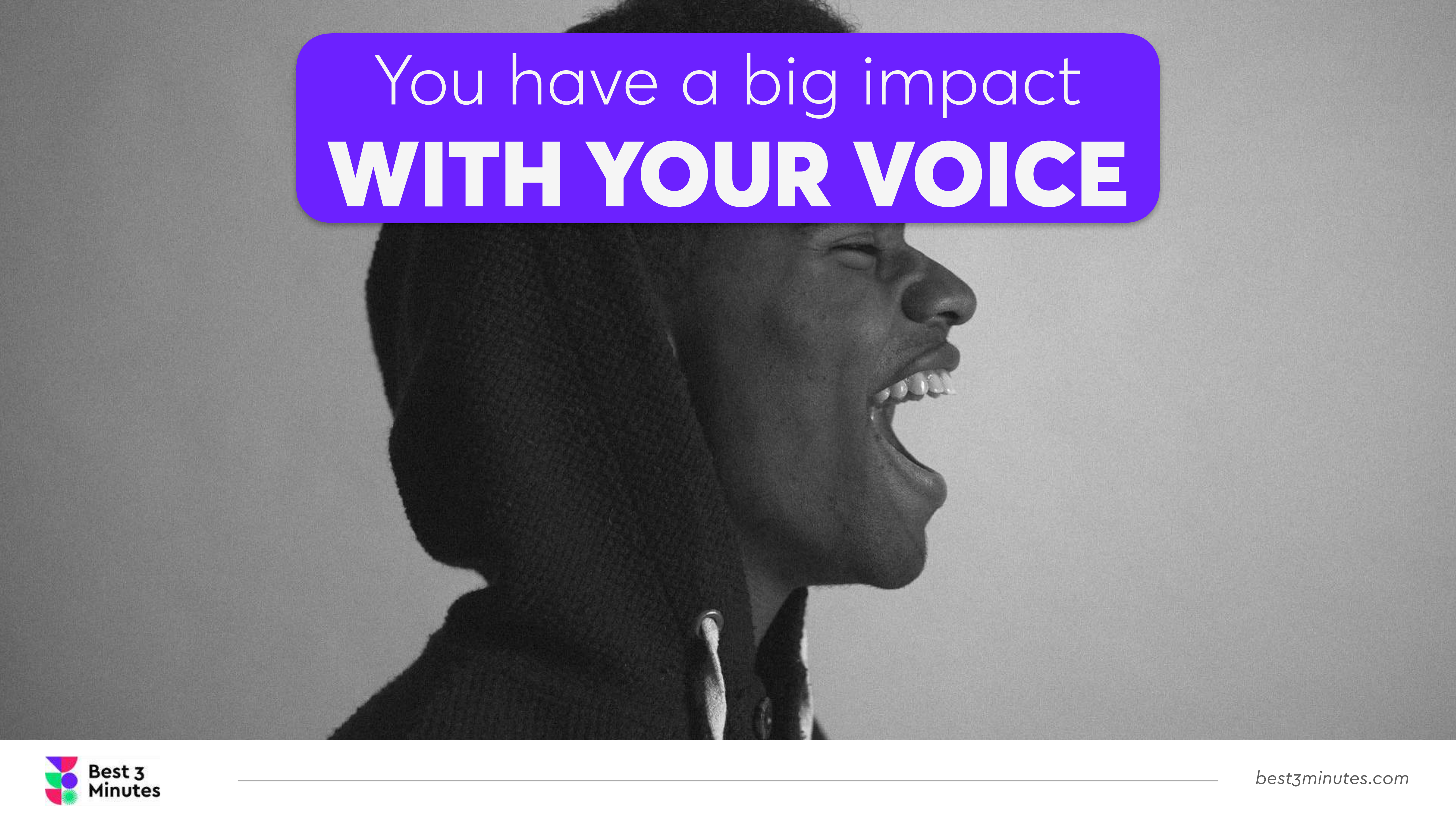




This is the best business
proposition ever.

**YOU CAN TRUST ME
ON THIS ONE!**

Avoid the
EXERCISE PITCH



You have a big impact
WITH YOUR VOICE



The **No.1** Reason why
PEOPLE GET CONFUSED

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

NO FEEDBACK

Simply test it out with
'Air Around the Info'

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?



The **No.2** Reason why
PEOPLE GET CONFUSED



Let's talk about
SPEED

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!**

9 Sentences

How many words per minute
IN YOUR SCRIPT?

**130-140 words
per minute
9 Sentences**

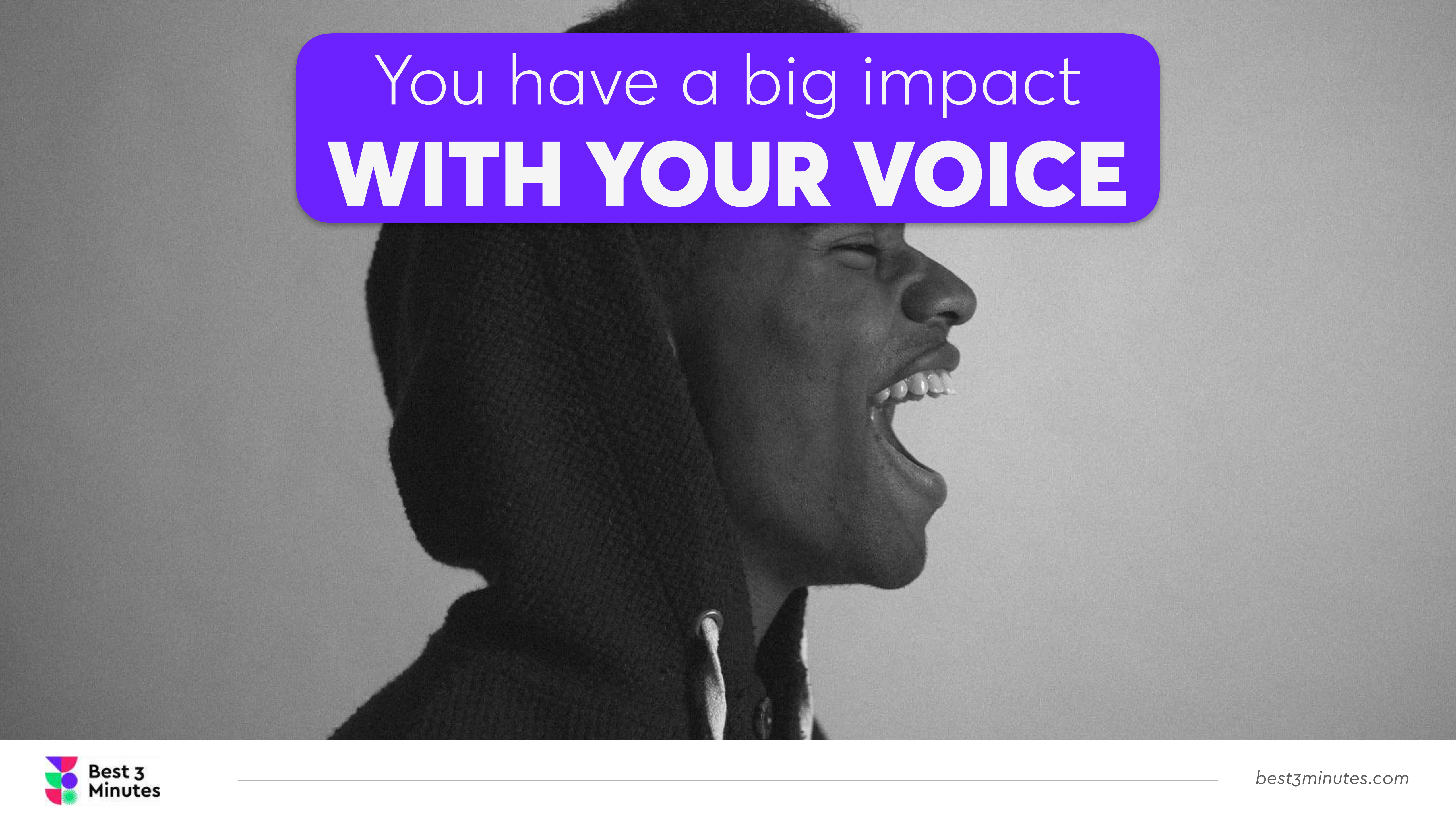


143
Words/min





203
Words/min



You have a big impact
WITH YOUR VOICE

What do you want them to
THINK & FEEL?



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

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

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

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

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

Say your key messages
OUT LOUD, IN ADVANCE





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 ill fated school trip to Normandy, where our favourite 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, analysing 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 openly rebellious, yet a picture of him in strict school

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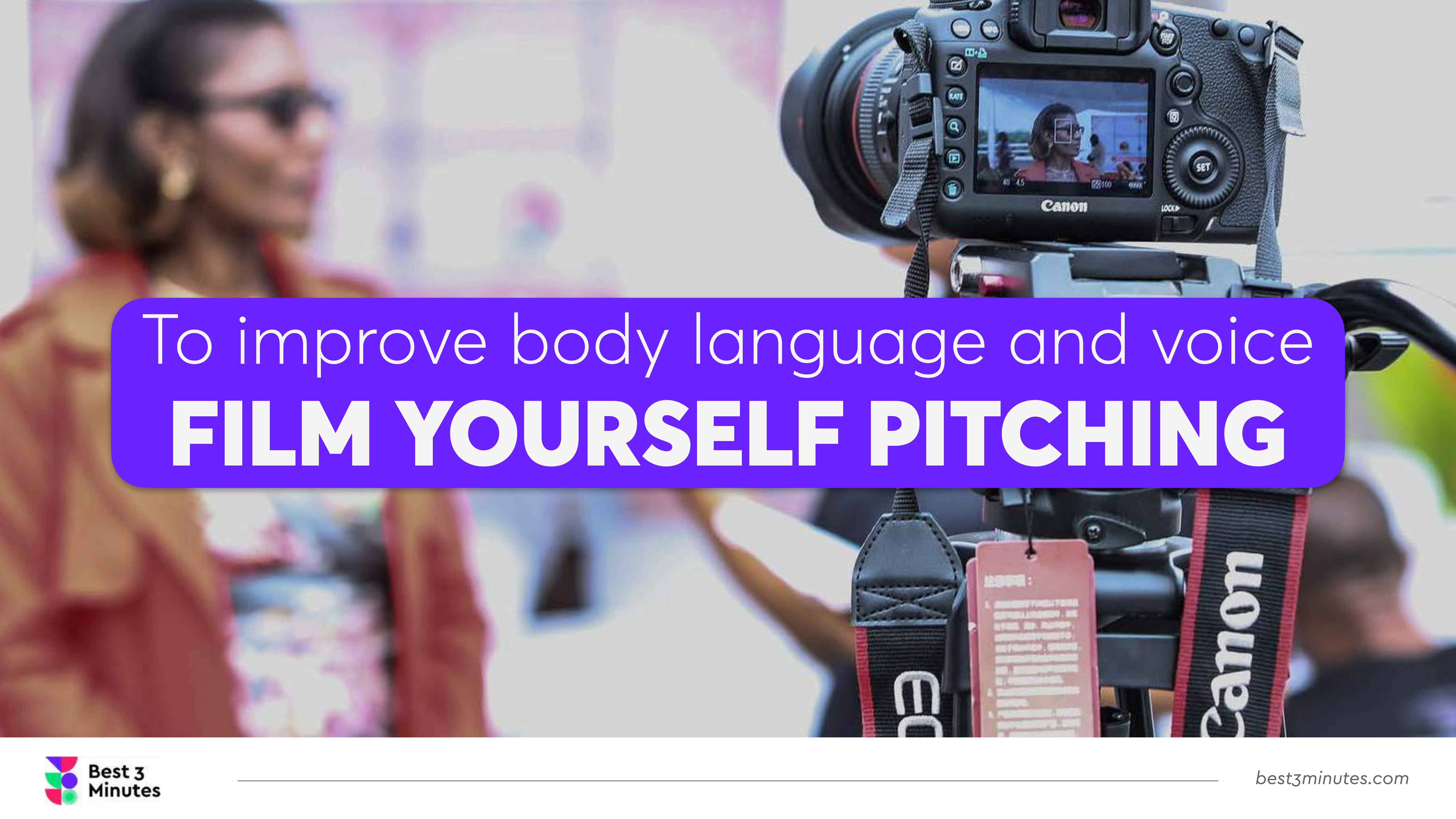
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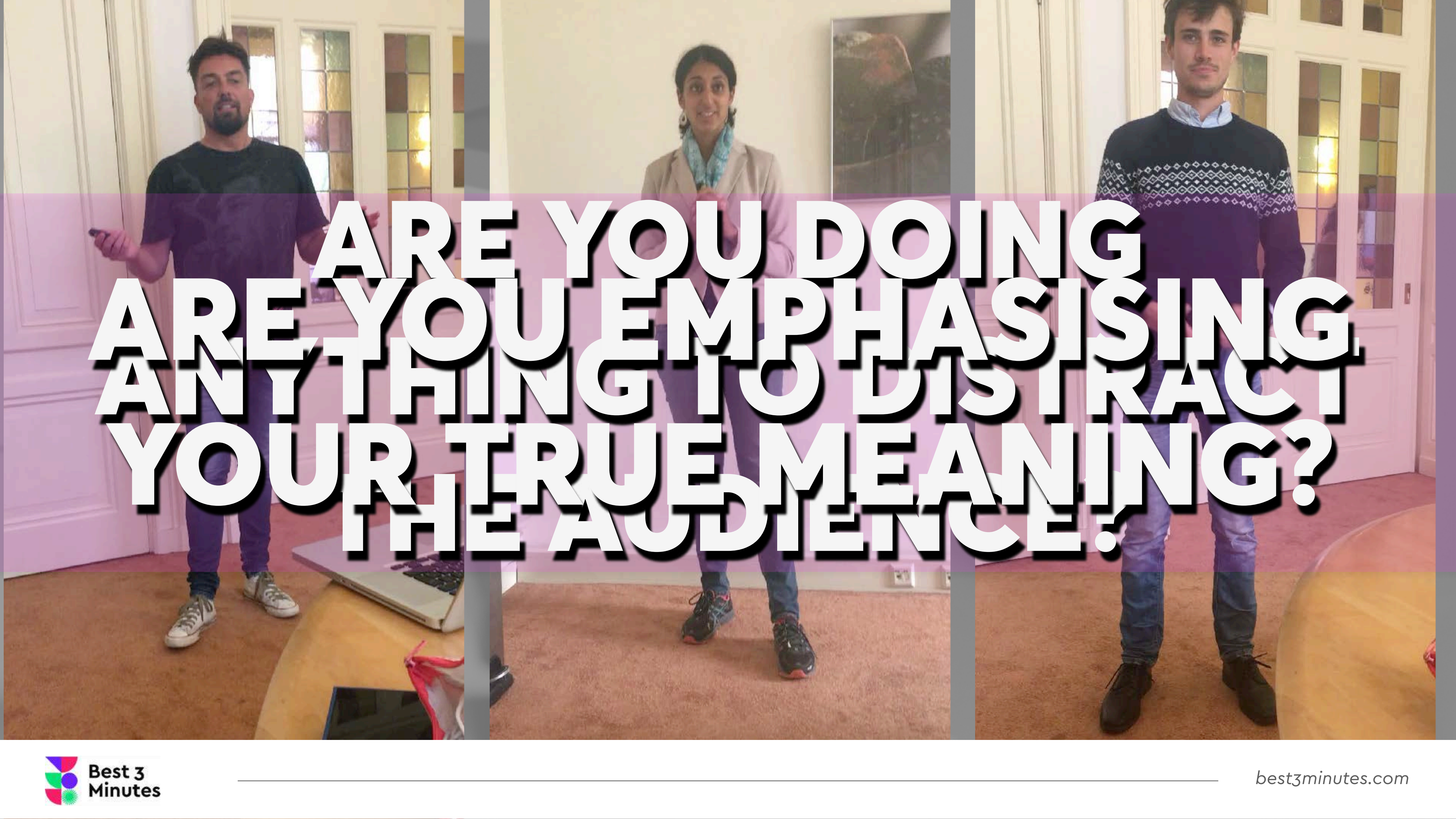
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Take a *moment*...

WHEN YOU START

A Canon DSLR camera is mounted on a tripod in the foreground, its LCD screen displaying a video of a woman. In the background, a woman with dark hair and sunglasses is visible, slightly out of focus. The scene appears to be an outdoor event or a film set.

To improve body language and voice **FILM YOURSELF PITCHING**

A composite image featuring three individuals standing in a room with a large, semi-transparent purple rectangular area in the center. The text 'ARE YOU DOING ARE YOU EMPHASISING ANYTHING TO DISTRACT YOUR TRUE MEANING? THE AUDIENCE!' is overlaid in large, bold, white capital letters with a black drop shadow. The background shows a man on the left in a black t-shirt and blue jeans, a woman in the center in a light blue blazer and patterned scarf, and a man on the right in a dark sweater with a geometric pattern and blue jeans. They are standing in front of a white door with multiple glass panes. The floor is covered with a light brown carpet. A wooden table with a laptop and a red bag is partially visible in the foreground on the left.

**ARE YOU DOING
ARE YOU EMPHASISING
ANYTHING TO DISTRACT
YOUR TRUE MEANING?
THE AUDIENCE!**





**KEEP
CALM
AND
PITCH**

Manage your **PITCHING NERVES**



1. Learn the first 60 SECONDS

1. Learn the first 60 SECONDS

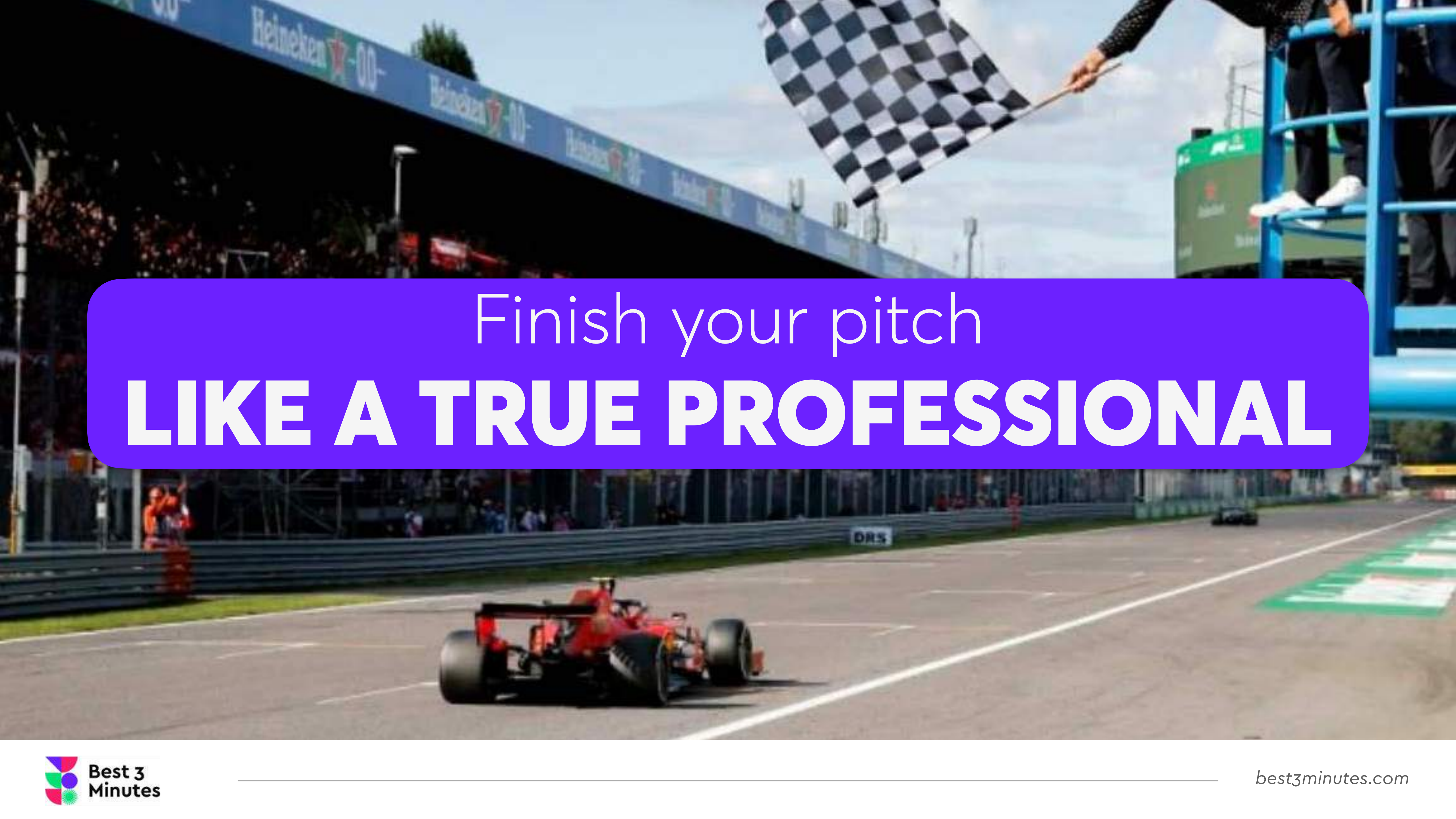
2. Amy Cuddy TEDx

WONDERWOMAN



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

3. Just...
BREATHE



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!

Pitch tools and **RESOURCES**



best3minutes.com/rockstartbl

All the workshop **SLIDES**



best3minutes.com/rockstartbl

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
TW @best3minutes

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

David Beckett

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.

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David Beckett

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:
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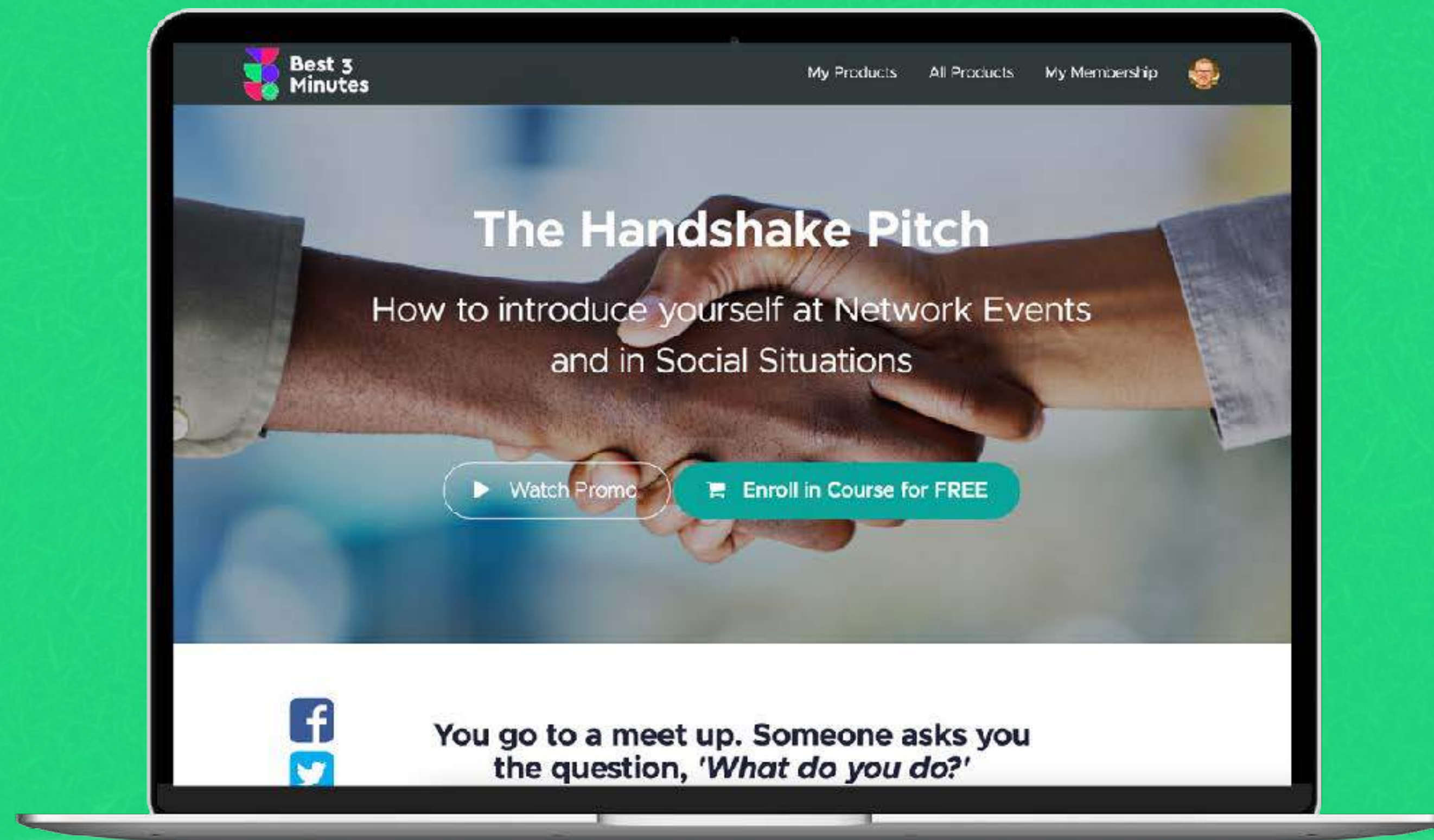
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10 Minute Online Course **YOUR INTRO PITCH**



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The Essential Pitch Podcast

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A photograph of a theater stage with red curtains and a wooden podium, with a blue text box overlaid.

Where do you stand **ON STAGE?**

Choose 2-3 points
TO STAND ON-STAGE

A



Choose 2-3 points
TO STAND ON-STAGE

A

B

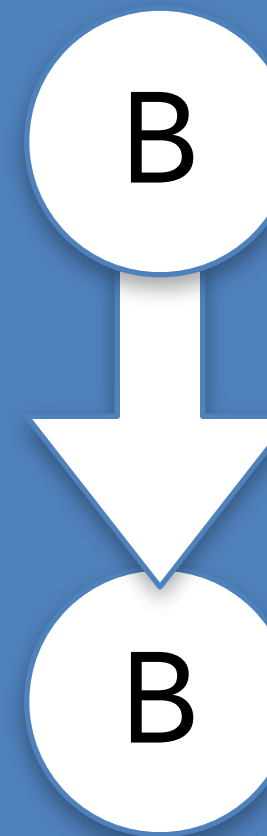
C



Movement between points =
TRANSITION



Movement forward =
EMPHASIS



Movement backward =
ASK A QUESTION



Not sure what to do?
KEEP IT SIMPLE!

