

Pitch Coach
Creator of The Pitch Canvas©
Author: 'Pitch To Win'

David Beckett

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Best 3 Minutes

Coached 2500+ Startups & Scaleups

RAISED OVER €460MILLION



31 Countries

TRAINED 36,000+ PEOPLE

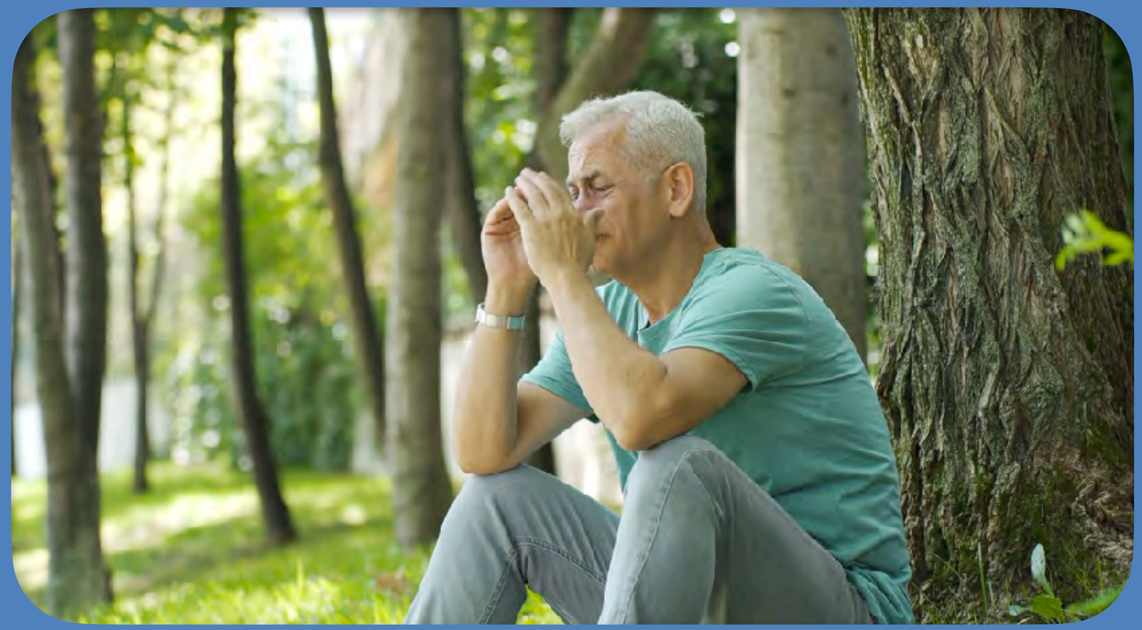


The Pitcher




The Listener


72%
76%





This is a **DO** workshop

not just a think session



ACTION STEP

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

Why does a **PITCH MATTER?**




Let's talk about
TIME


Attention spans are
SHRINKING FAST!
150
seconds
2004
47
seconds
2023

What's purpose
OF THE PITCH?




Take them through
EVERYTHING?



Or help them

UNDERSTAND THE ESSENTIALS?


We're going to work on
A 1-MINUTE PITCH

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down
which product you'll pitch

and one sentence on
WHO you will pitch it to



ACTION STEP

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Write down
which product you'll pitch

and one sentence on
WHO you will pitch it to

How do we usually create **A NEW PITCH?**



Here's what we're
NOT GOING TO DO

Here's our product,

here's more about our product,

here's some more information about our product,

and by the way… here's a few more details about our product.

…any questions?



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What makes a **PITCH GREAT?**

Here's what we **ARE GOING TO DO**

Our product ABC **helps customers** X, Y and Z - to **improve** DEF

Here's a **problem** that's **costing** customers this much time/money/frustration/waste… **every day/month/year**

We have a **solution** that will reduce that pain **by doing**…

It's **new** and **unique** because…

This results in **improving** time wasted/cost/frustration/etc **by X%…**


We're going to work on
A 1-MINUTE PITCH


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The Question...

"WHAT DO YOU DO?"



60 Seconds - 8-9 sentences

THE HANDSHAKE PITCH



The Question…

"WHAT DO YOU DO?"



ACTION STEP

Write down your Handshake Pitch:
60 seconds, 8-9 sentences

What is the **product?**

What kinds of **customers** is it targeted at?

What **problems** do those customers face?

What's **unique** about how the product **solves** those customer problems?

What's the **improvement** it brings?
And **how much?**



ACTION STEP

Write down your Handshake Pitch:
60 seconds, 8-9 sentences

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And **how much?**

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…"

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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..."

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ACTION STEP

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60 seconds, 8-9 sentences

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10 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:

45-60 seconds, 7-9 sentences

What is the **product?**

What kinds of **customers** is it targeted at?

What **problems** do those customers face?

What's **unique** about how the product **solves** those customer problems?

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And **how much?**



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ACTION STEP

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45-60 seconds, 7-9 sentences

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What **problems** do those customers face?

What's **unique** about how the product **solves** those customer problems?

What's the **improvement** it brings?
And **how much?**


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

Pitch tools and

RESOURCES







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All the workshop

SLIDES



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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

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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;
tiny.cc/pitchworkshop

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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

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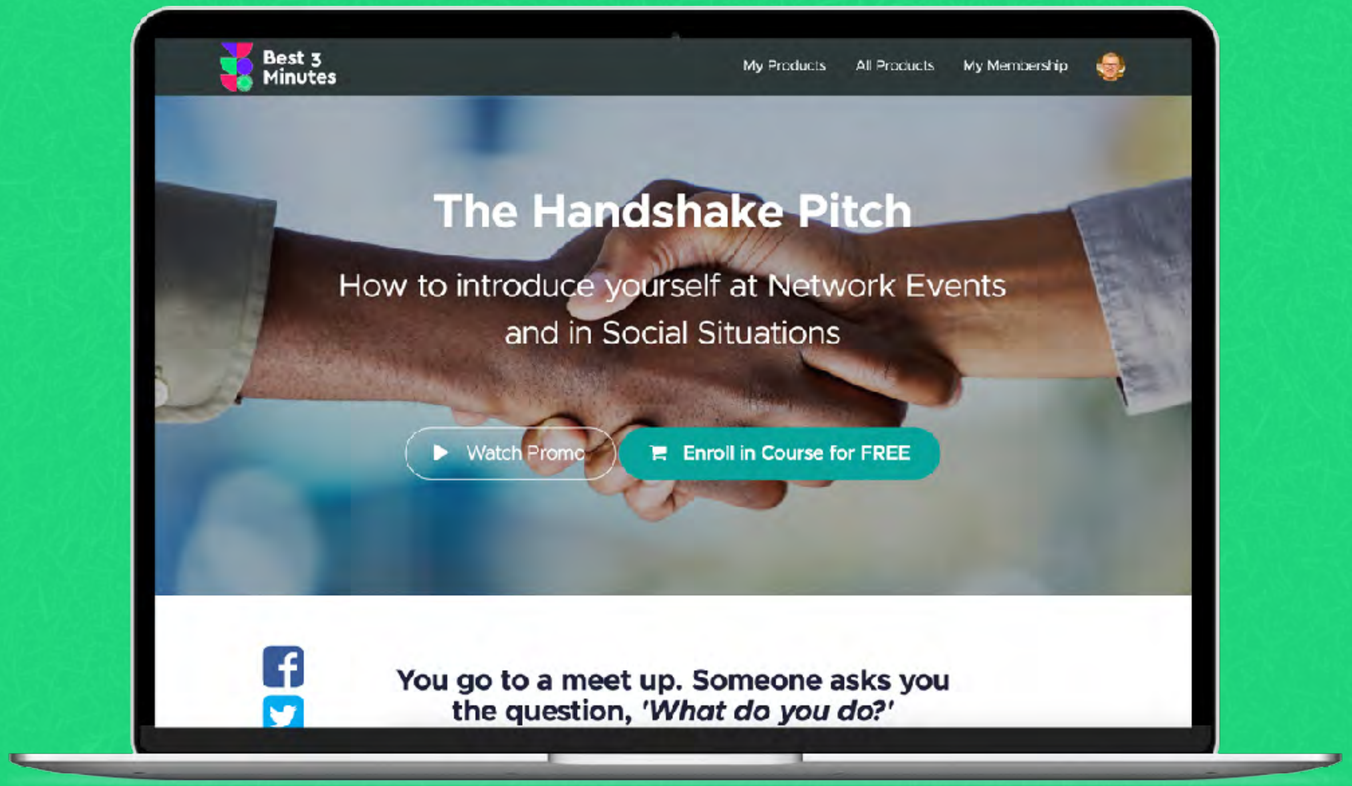
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FREE

10 Minute Online Course

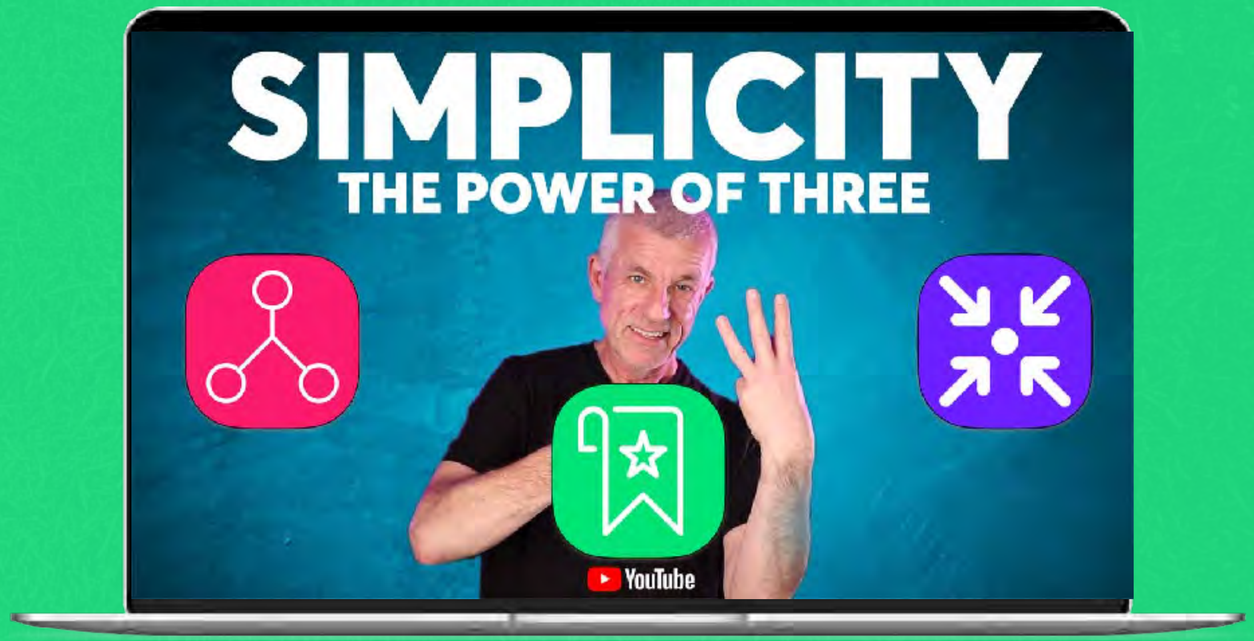
YOUR INTRO PITCH



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