

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

David Beckett

best3minutes.com

Best 3 Minutes





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Coached 2800+ Startups & Scaleups

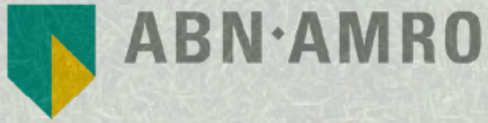
RAISED OVER €490MILLION



32 Countries

TRAINED 38,000+ PEOPLE

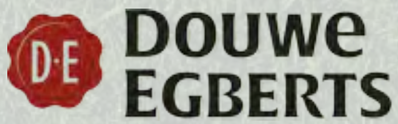






















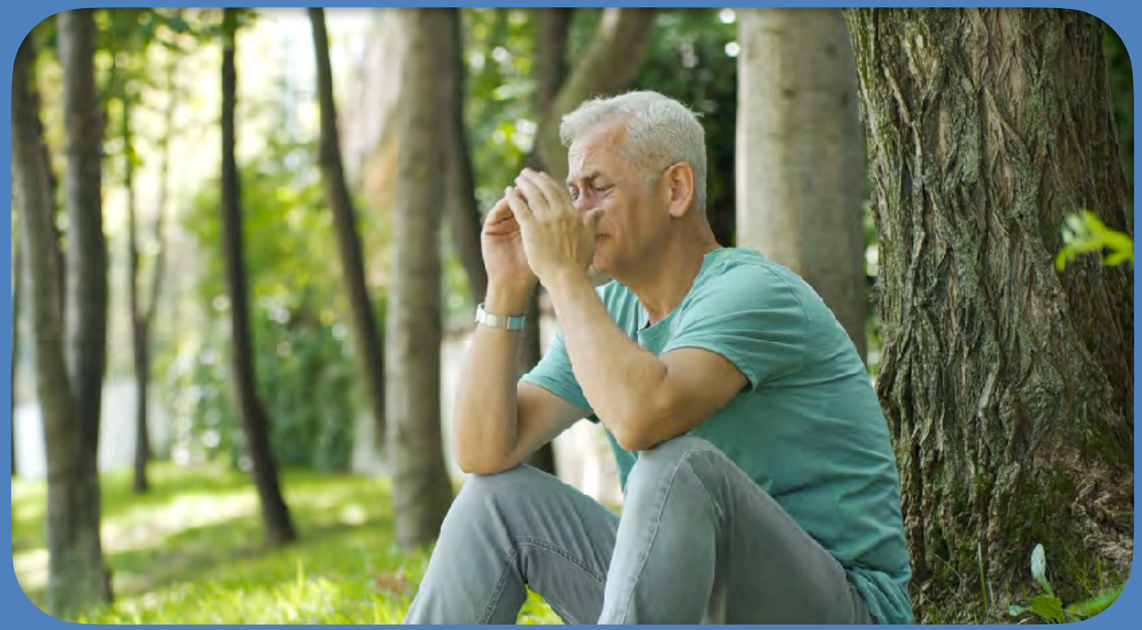


The Pitcher




The Listener


12%
76%





This is a **DO** session

not just a
Talk & Think

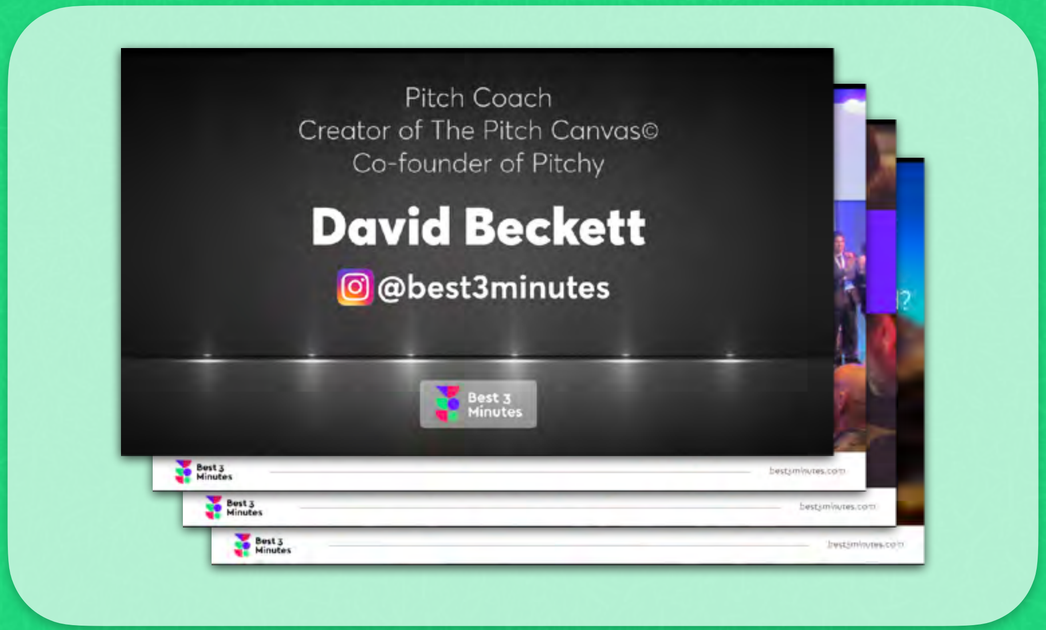


ACTION STEP

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

You can receive

SLIDES & SUPPORT MATERIALS



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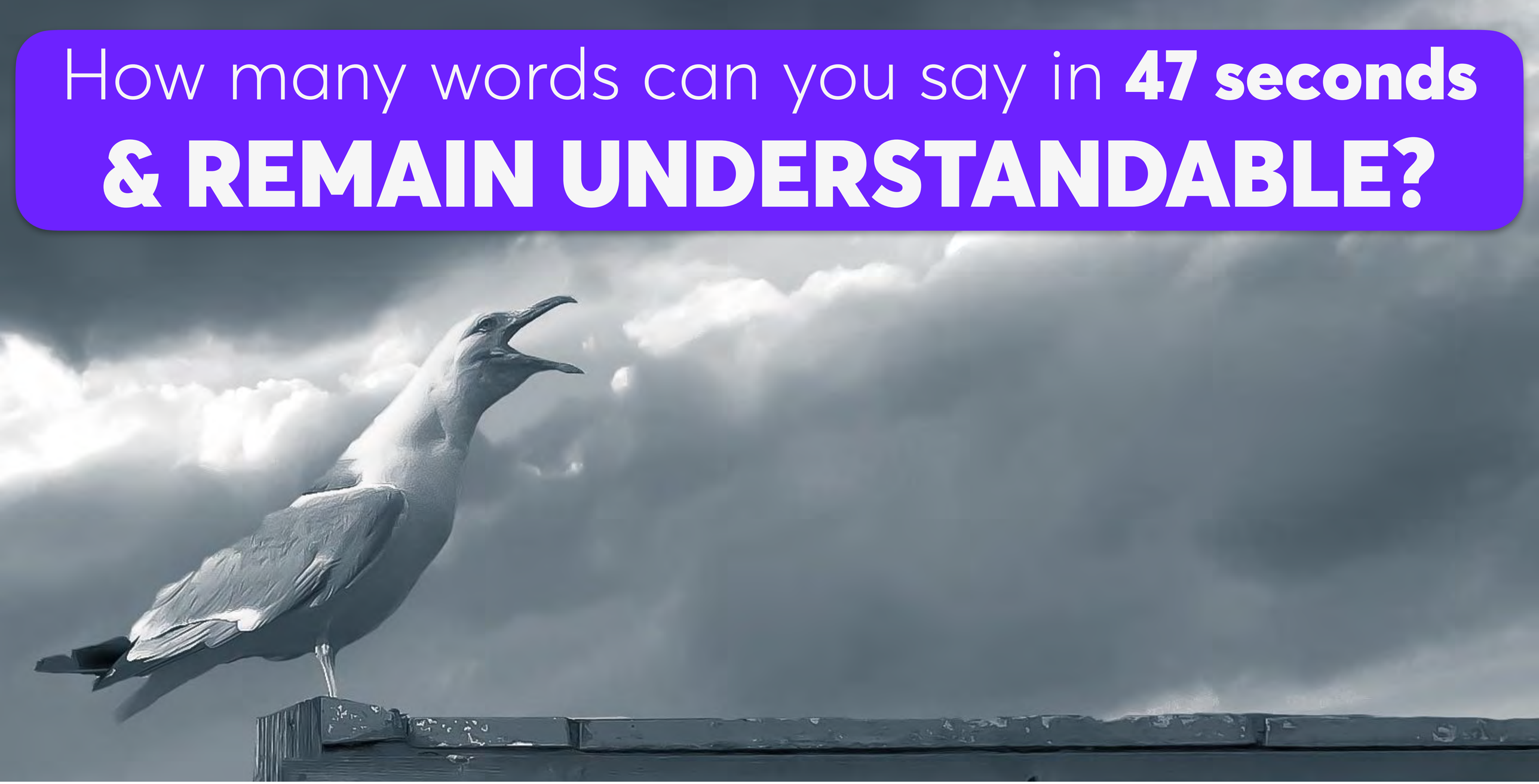
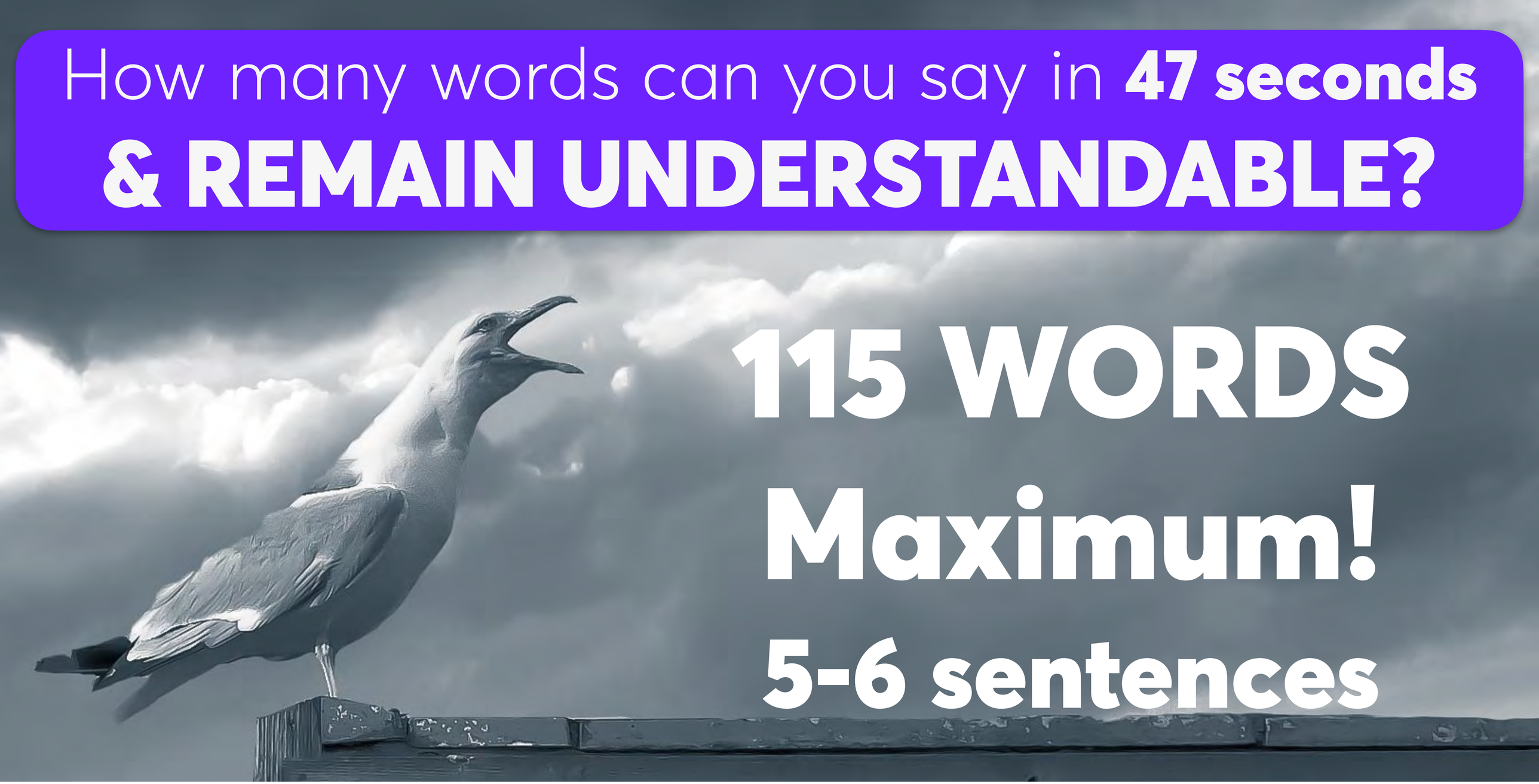
Let's talk about
TIME


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

How many words can you say in **47 seconds** **& REMAIN UNDERSTANDABLE?**



How many words can you say in **47 seconds** **& REMAIN UNDERSTANDABLE?**



115 WORDS Maximum!

5-6 sentences

We need to shrink our message

CREATE CLARITY




TOOLS

The most frequent pitch
YOU WILL EVER MAKE


The most frequent pitch
YOU WILL EVER MAKE


2



20 Seconds - 3 sentences

THE HANDSHAKE PITCH



The Question...

"WHAT DO YOU DO?"


The Question...
"WHAT DO YOU"
"WHAT DO YOU SOLVE?"



ACTION STEP

Write down your Handshake Pitch:

20 seconds, 3 sentences

Who are your **customers**?

What **problems** do they face?

What's **the RESULT** of you **solving** those problems?



ACTION STEP

Write down your Handshake Pitch:

20 seconds, 3 sentences

Who are your **customers**?

What **problems** do they face?

What's **the RESULT** of you **solving** those problems?



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:

20 seconds, 3 sentences

Who are your **customers**?

What **problems** do they face?

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



5 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:

20 seconds, 3 sentences

Who are your **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?


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


GREAT IDEAS
NEED A VOICE

Pitch tools and
RESOURCES







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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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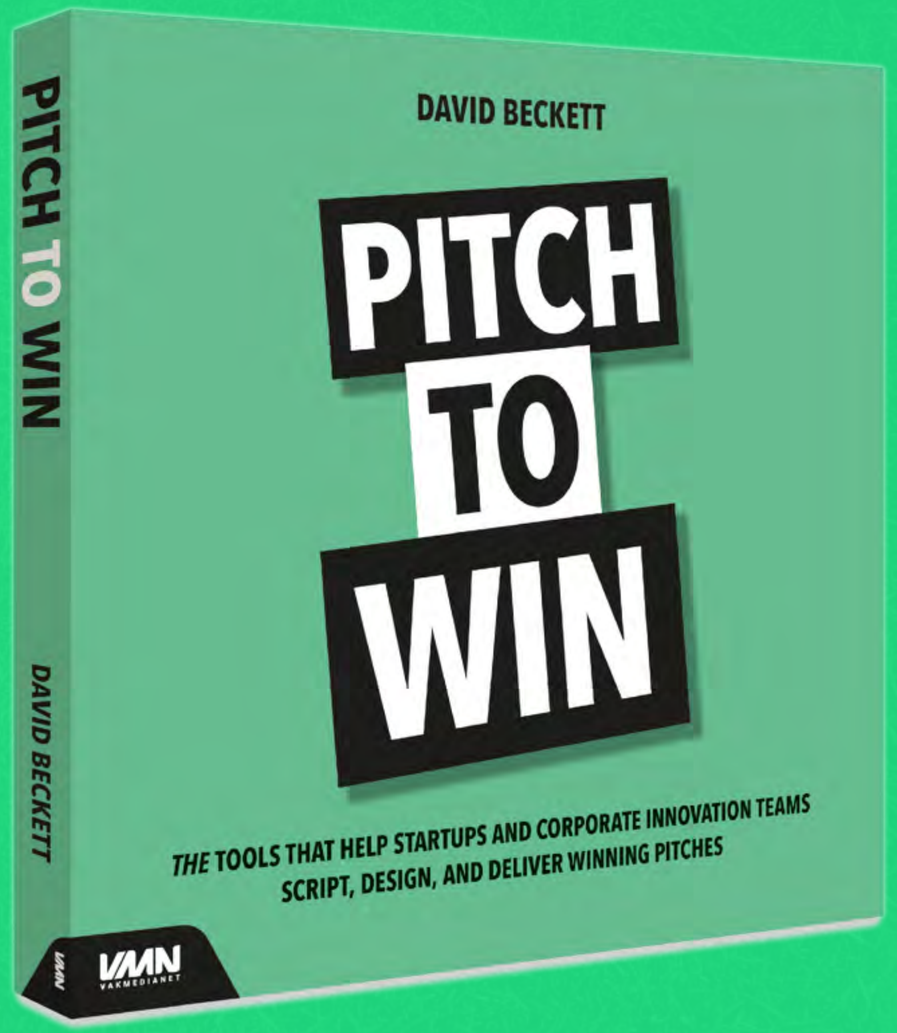
FREE



DIGITAL & AUDIOBOOK



AUDIOBOOK

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