

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 2900+ Startups & Scaleups

RAISED OVER €490MILLION




We are all trying to
CONVINCE BUSY PEOPLE

The Pitcher



The Listener




12%
76%







LONG STORY
SHORT


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
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When the 30 seconds are
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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 Question...
"WHAT DO YOU
"
"WHAT DO YOU SOLVE?"

The basis of
ANY GREAT PITCH



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



They understand **EVERYTHING...?**

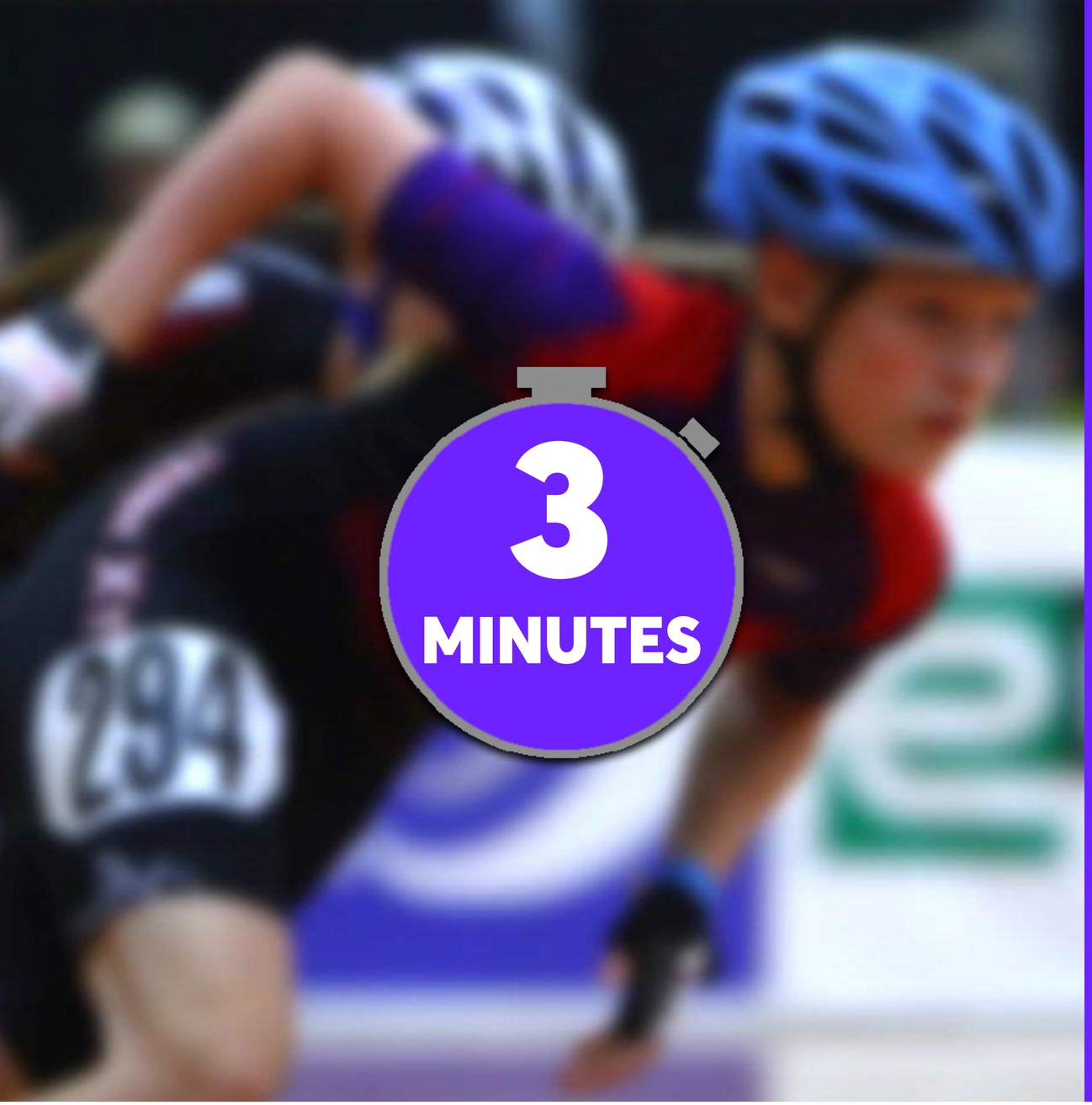
The basis of
ANY GREAT PITCH



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…"

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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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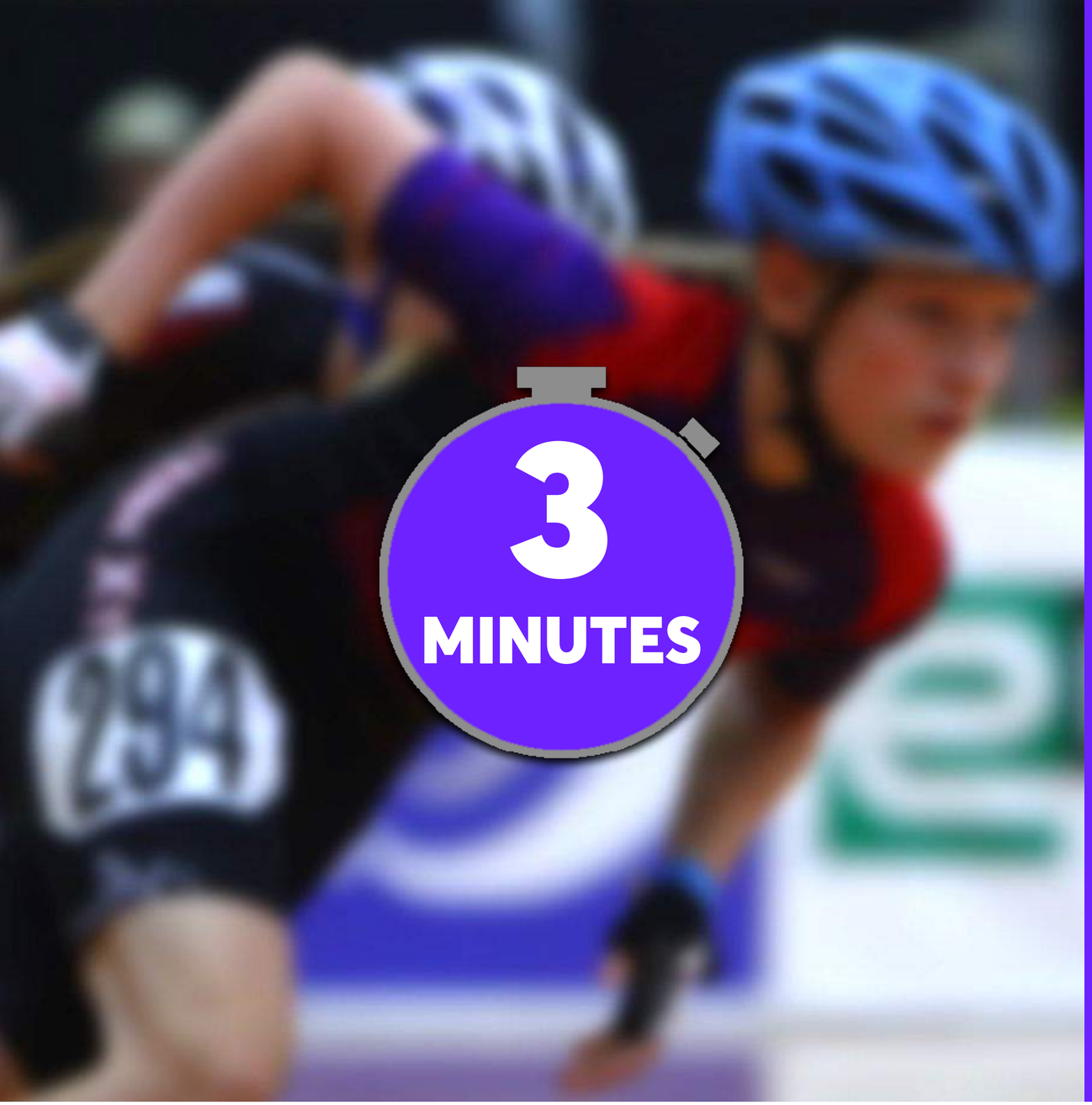

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What do **you** do?

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What **problems** do they face?

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

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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:

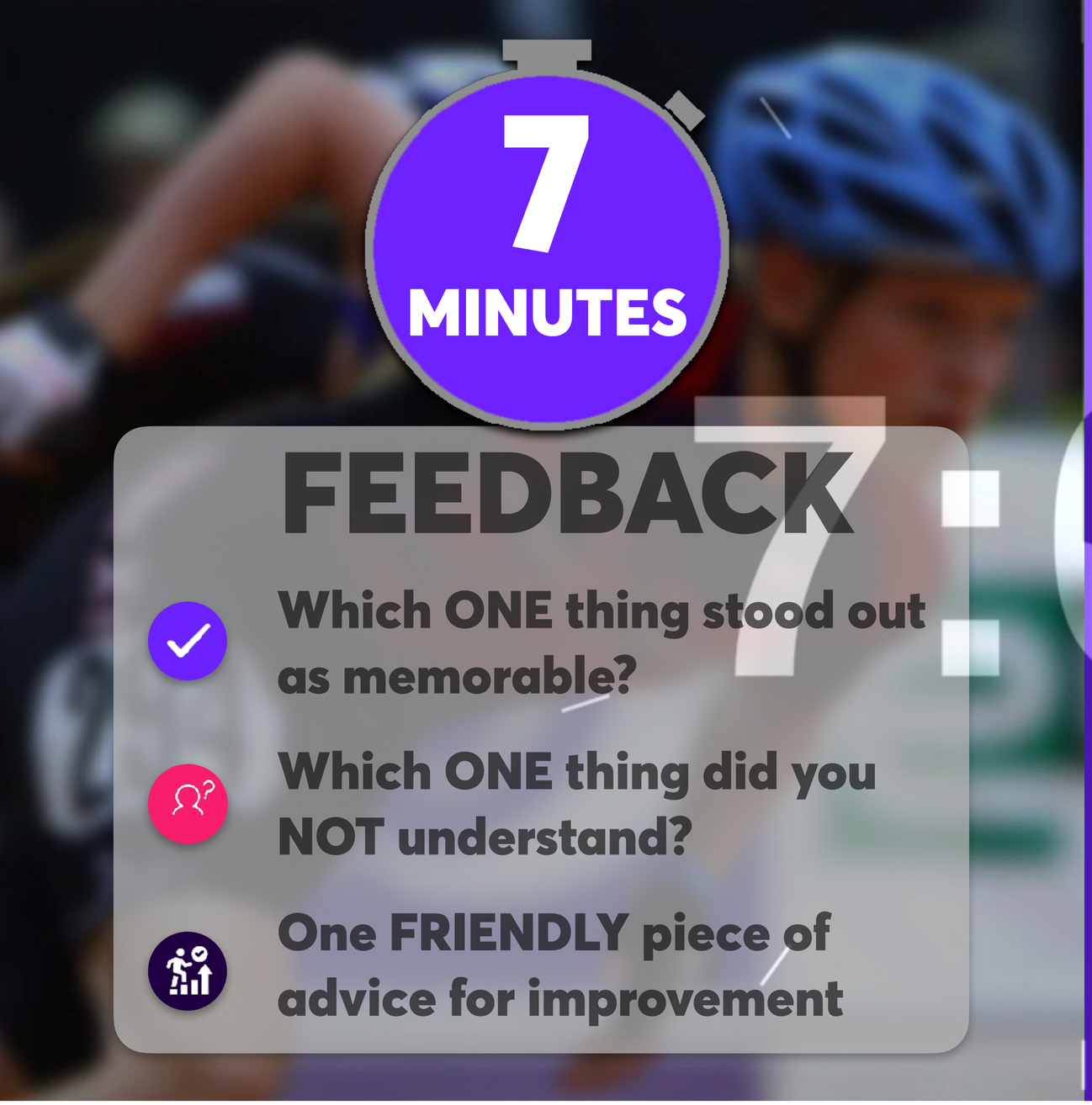
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



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?



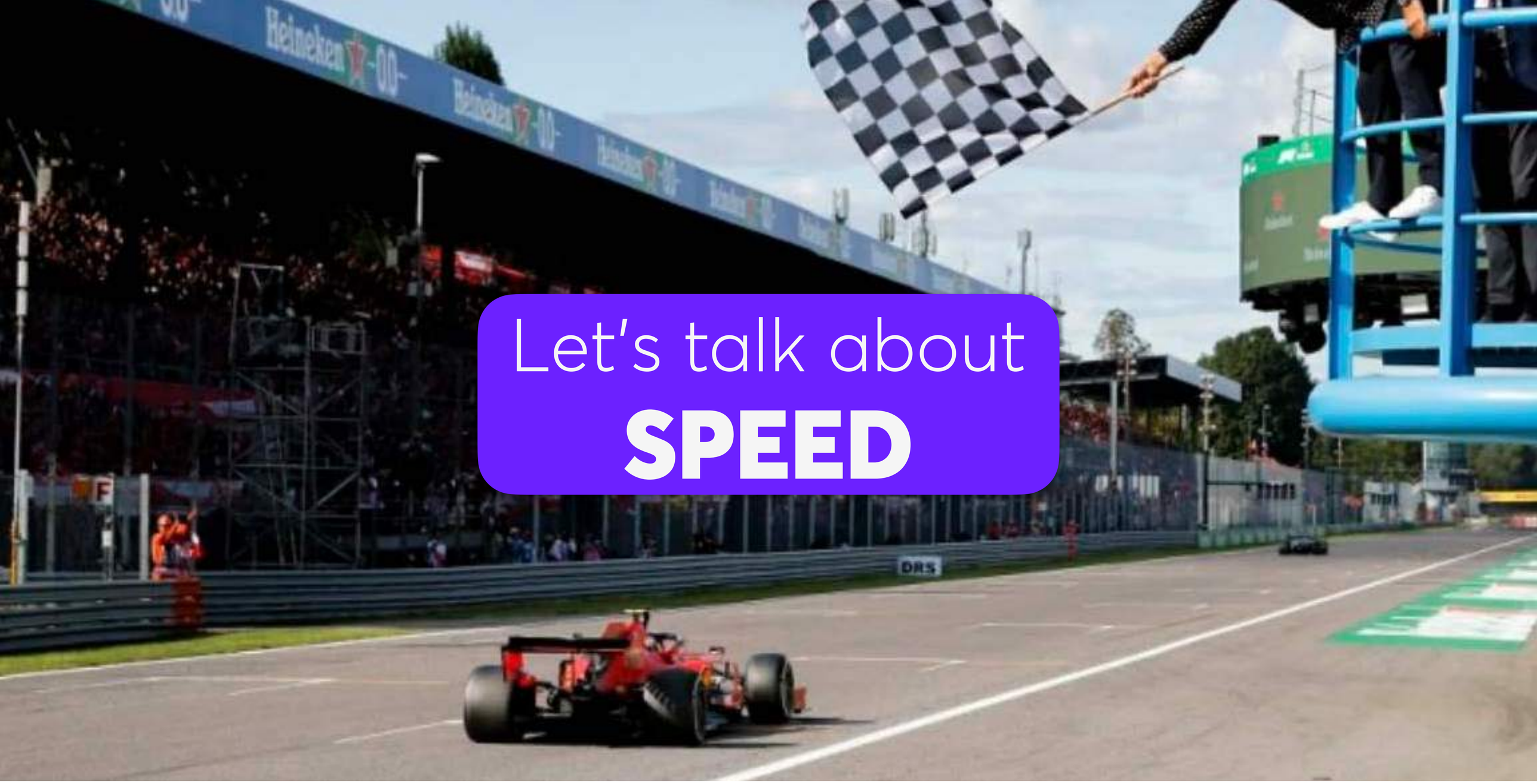
What did you not understand?



Friendly advice for improvement

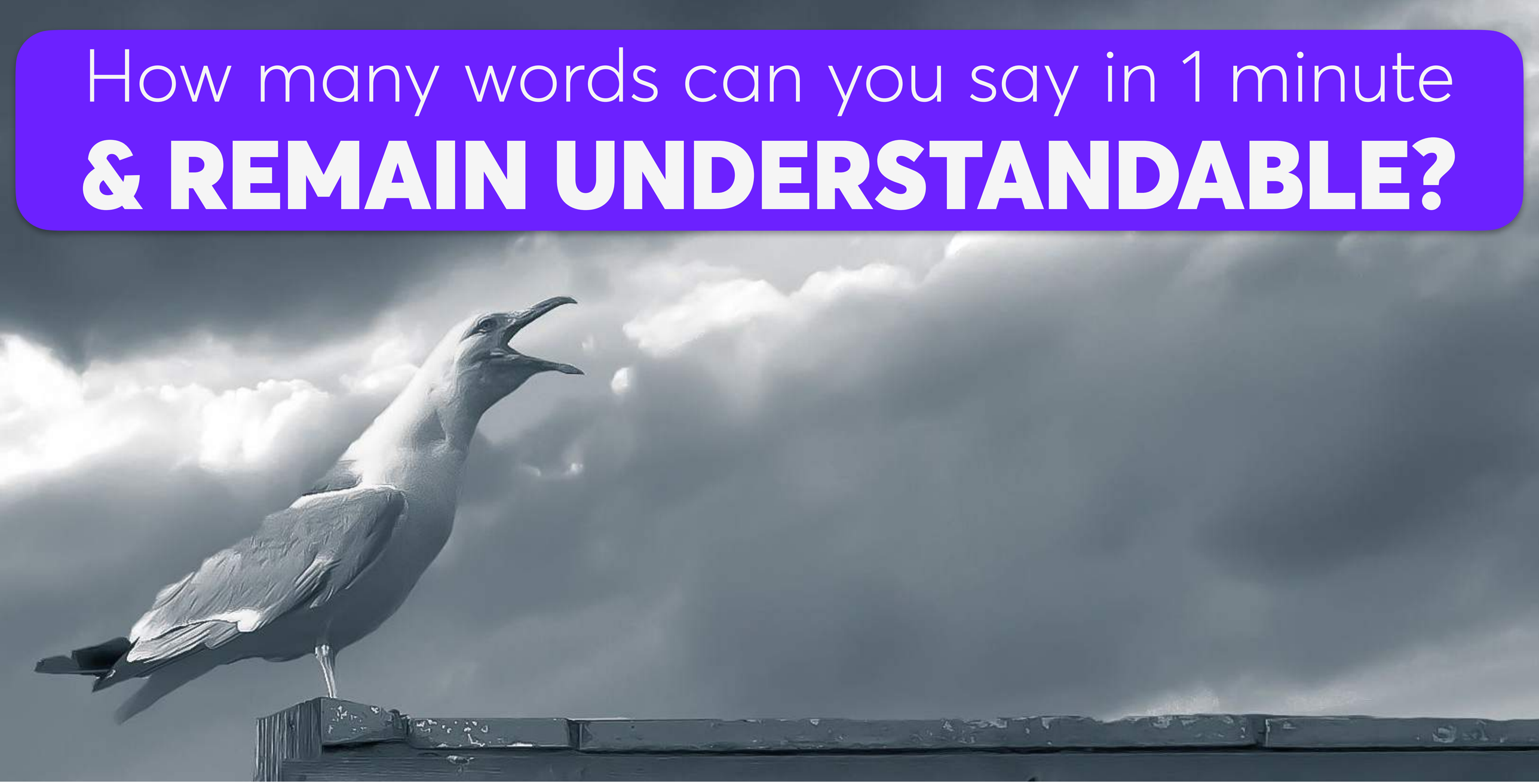


Prepare you for your
3-MINUTE PITCH



Let's talk about **SPEED**

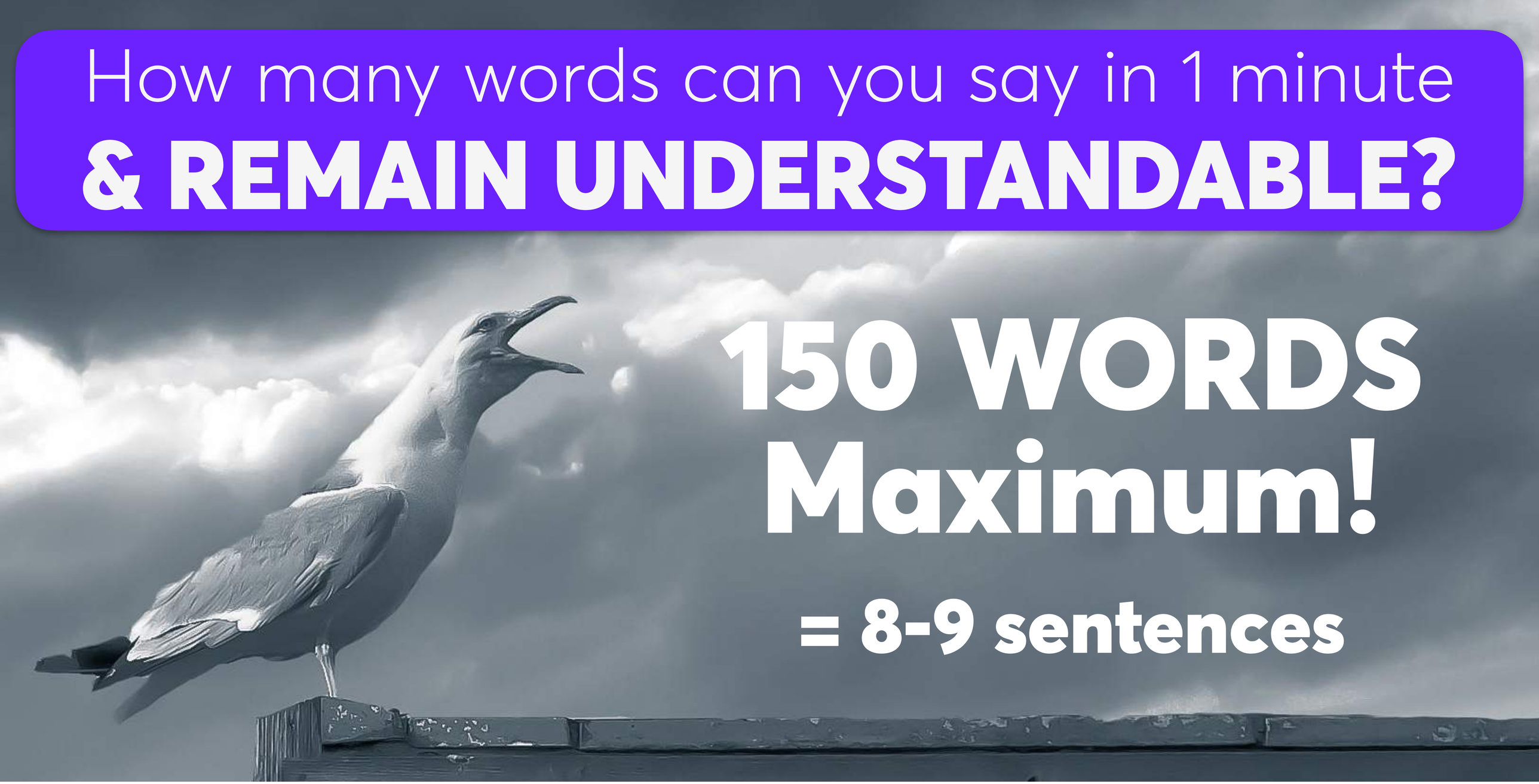
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



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

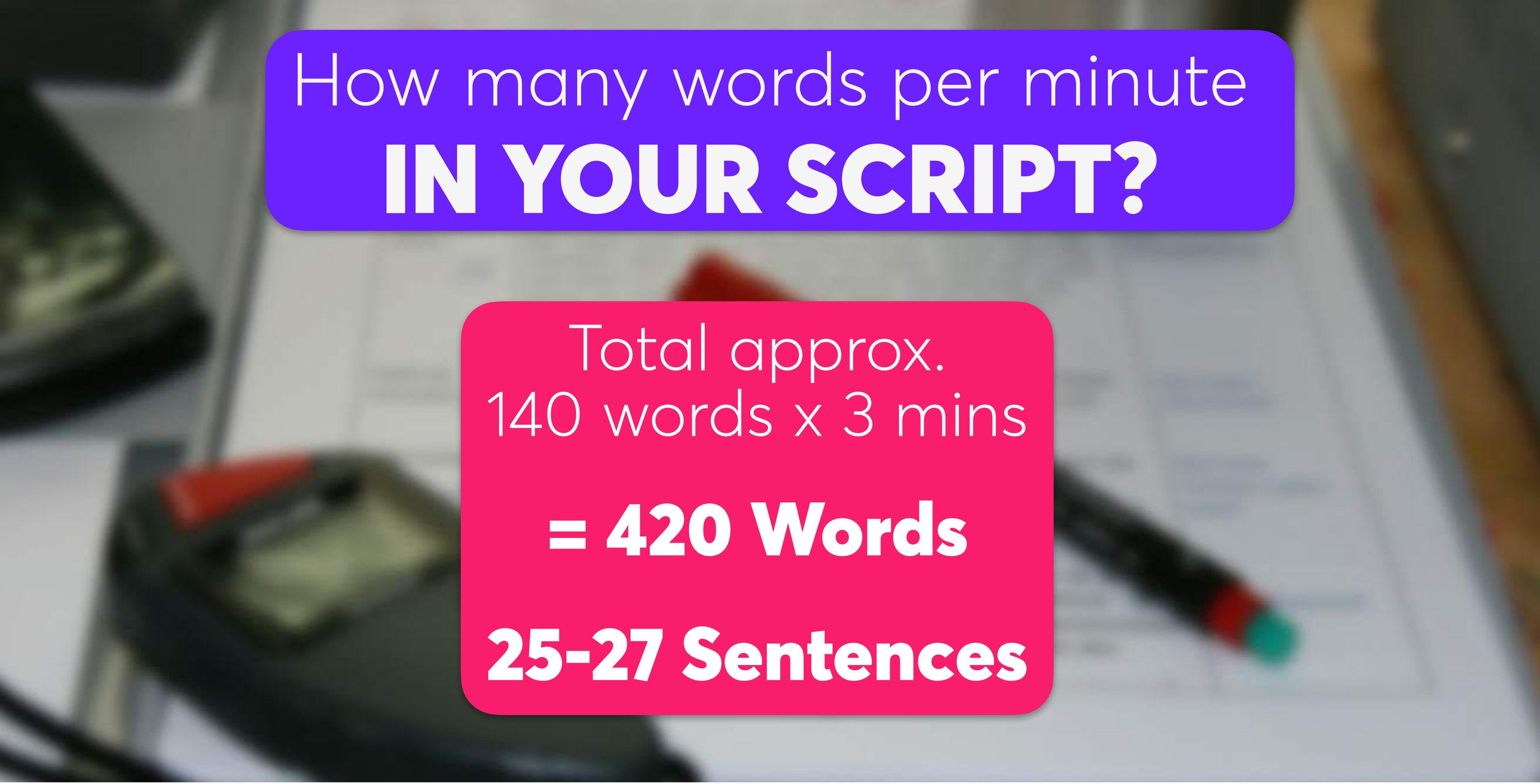


How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

= 8-9 sentences



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

Total approx.
140 words x 3 mins

= 420 Words

25-27 Sentences

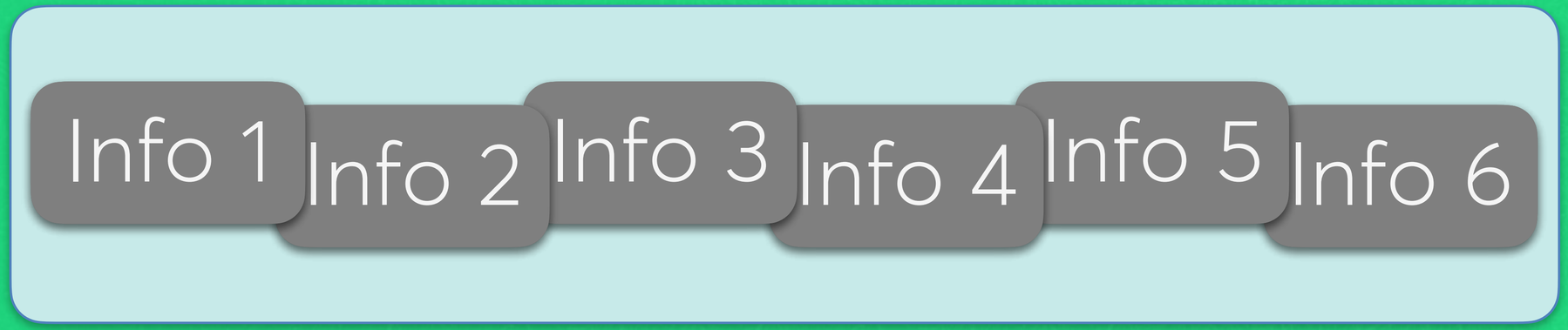

143
Words/min



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


Not enough **AIR** around
THE IMPORTANT POINTS

Information **flowing into** each other



AIR in-between each **separate** piece of information





The **No.1** way to
RESET AUDIENCE ATTENTION?



Raise a Rhetorical Question

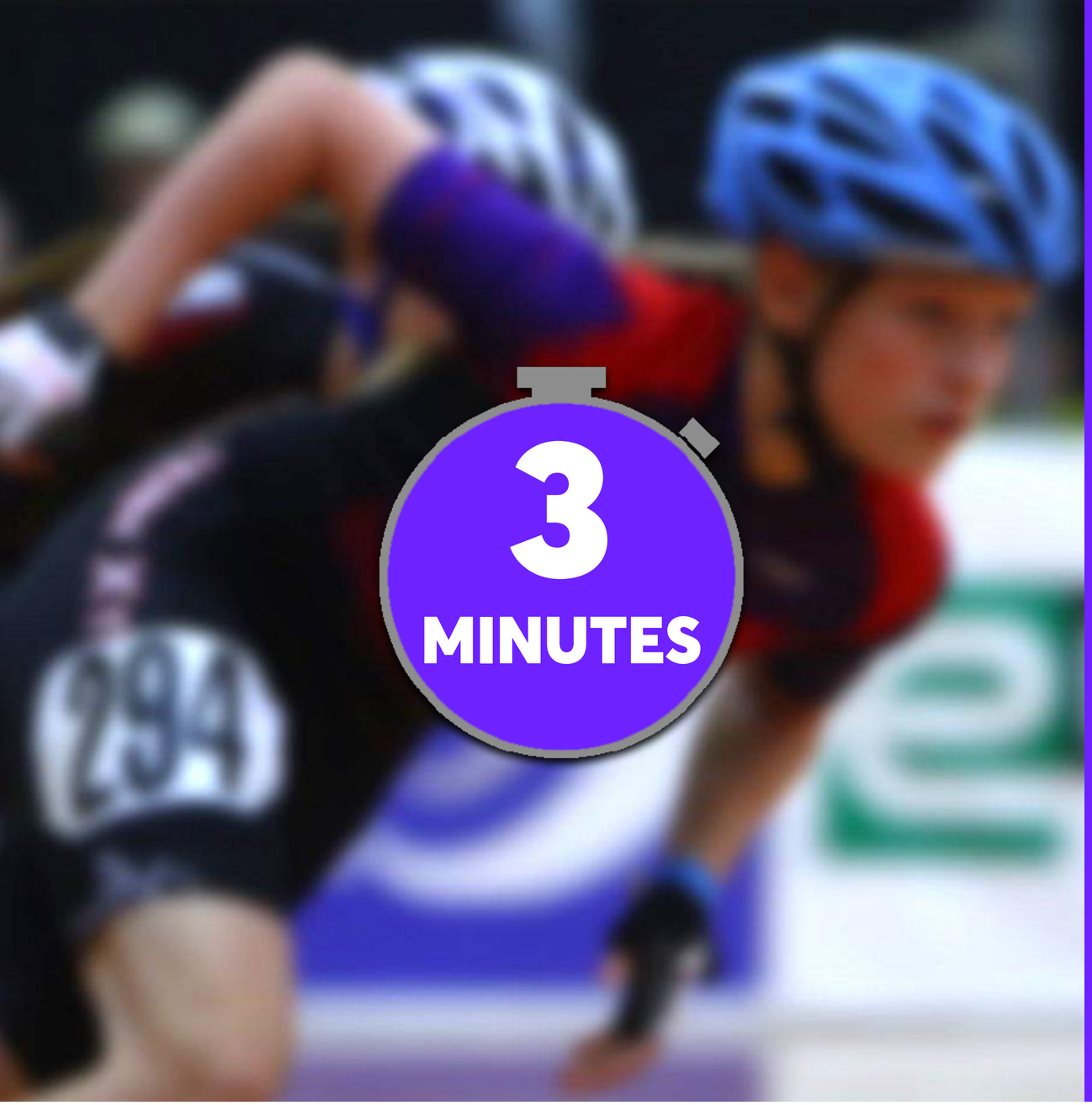
(A question you answer yourself)

Statement versus

RHETORICAL QUESTION

That's the problem, here's the solution we propose...

That's the problem: what's the solution we propose?



ACTION STEP

Tell your Handshake Pitch
to one other person, **focusing on;**

Speed
Not too fast

Air
Around separate pieces of information

Question?
Add a transition with a question

No feedback required
Just tell it, and see how it goes



ACTION STEP

Tell your Handshake Pitch
to one other person, **focusing on;**

Speed
Not too fast

Air
Around separate pieces of information

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No feedback required
Just tell it, and see how it goes

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



A **NEW WAY** to create **A NEW PITCH!**



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



Make a profile of your audience

Fillable pdf downloads available

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Jury Criteria **STARTUPS**

Criteria	Criteria description	Assessment	Max. Points
Excellence	*The clarity, originality, and relevance of the business idea in addressing a real market or societal need. This includes the strength of the value proposition and degree of innovation.*	*Value Proposition: Does the product or service address a clear need or gap in the market?*	***10***
		Innovation: How novel, creative, or distinctive is the solution? Does it offer a breakthrough, or significantly improve on existing solutions?	***10***
Impact	*The expected impact of the start-up's solution on its target sector, audience, or ecosystem — including market potential and scalability*	*Market Traction & Scalability: Is there clear evidence of traction (e.g. early users, revenue, pilots)? How scalable is the solution across markets or regions?*	***10***
Quality and Efficiency of the Implementation	*The capacity and readiness of the team to execute their business plan and bring the solution to market successfully.*	*Team Composition: Do the founders have the right combination of experience, expertise, and commitment to deliver on the business plan?*	***10***
		Feasibility: Is the implementation plan realistic and well thought-out? Are the resources in place or being actively pursued (funding, partnerships, etc.)?	***10***
Total score (threshold 26 points)			**50**

Jury Criteria **SCALEUPS**

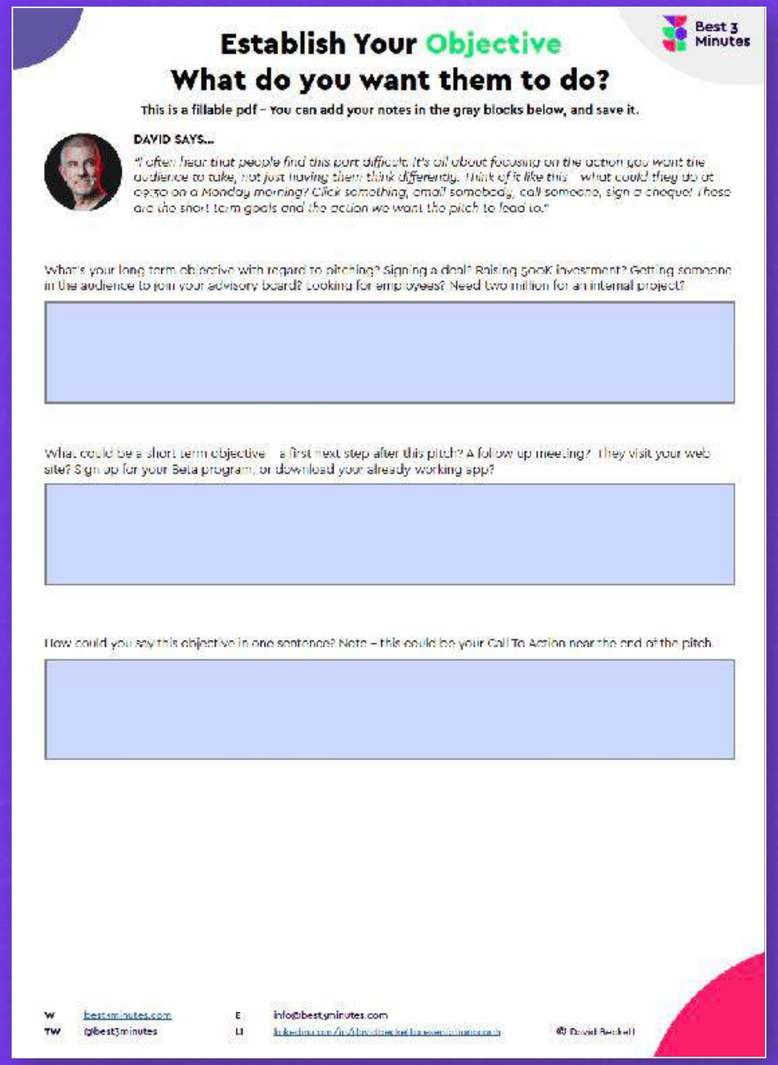
Criteria	Criteria Description	Assessment	Max. Points
Excellence	*The strategic soundness and originality of the business model and value proposition in a scaling context.*	*Business Model: Is the revenue model robust and sustainable? Is the value proposition clearly articulated and positioned in the market?*	10
		Market Potential: Is the target market large and growing? Is the market entry strategy convincing and well-defined?	10
Impact	*The scale-up's capacity to expand across European and international markets and generate systemic impact.*	*Scalability: Is there clear evidence of traction and readiness to scale (e.g. revenue growth, partnerships, market adoption)?*	10
		Investment Readiness: Is there a clear and realistic fundraising strategy? Has the team generated interest from investors or secured commitments?	10
Implementation	*The scale-up's financial health and operational readiness to implement its growth strategy.*	*Financial Viability: Are the financials solid and well-managed? Is there a clear path to sustainability or profitability?*	10
Total Score (threshold 26 points)			**50**



WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



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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.

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E info@best3minutes.com
LI [illegible]
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Write down your Objective

Fillable pdf download available

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How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?




STOP!!!

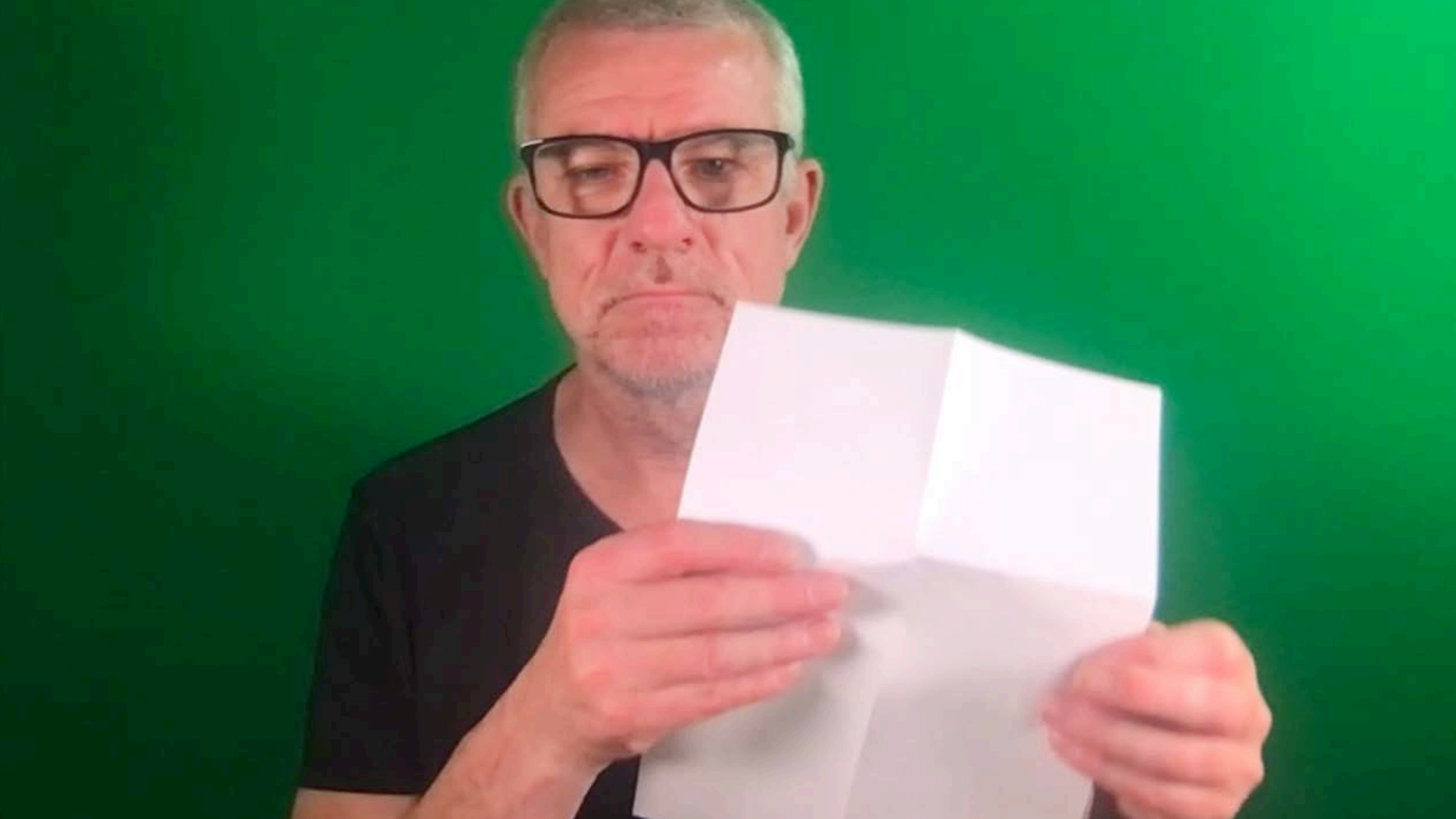


Don't Open **POWERPOINT**

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



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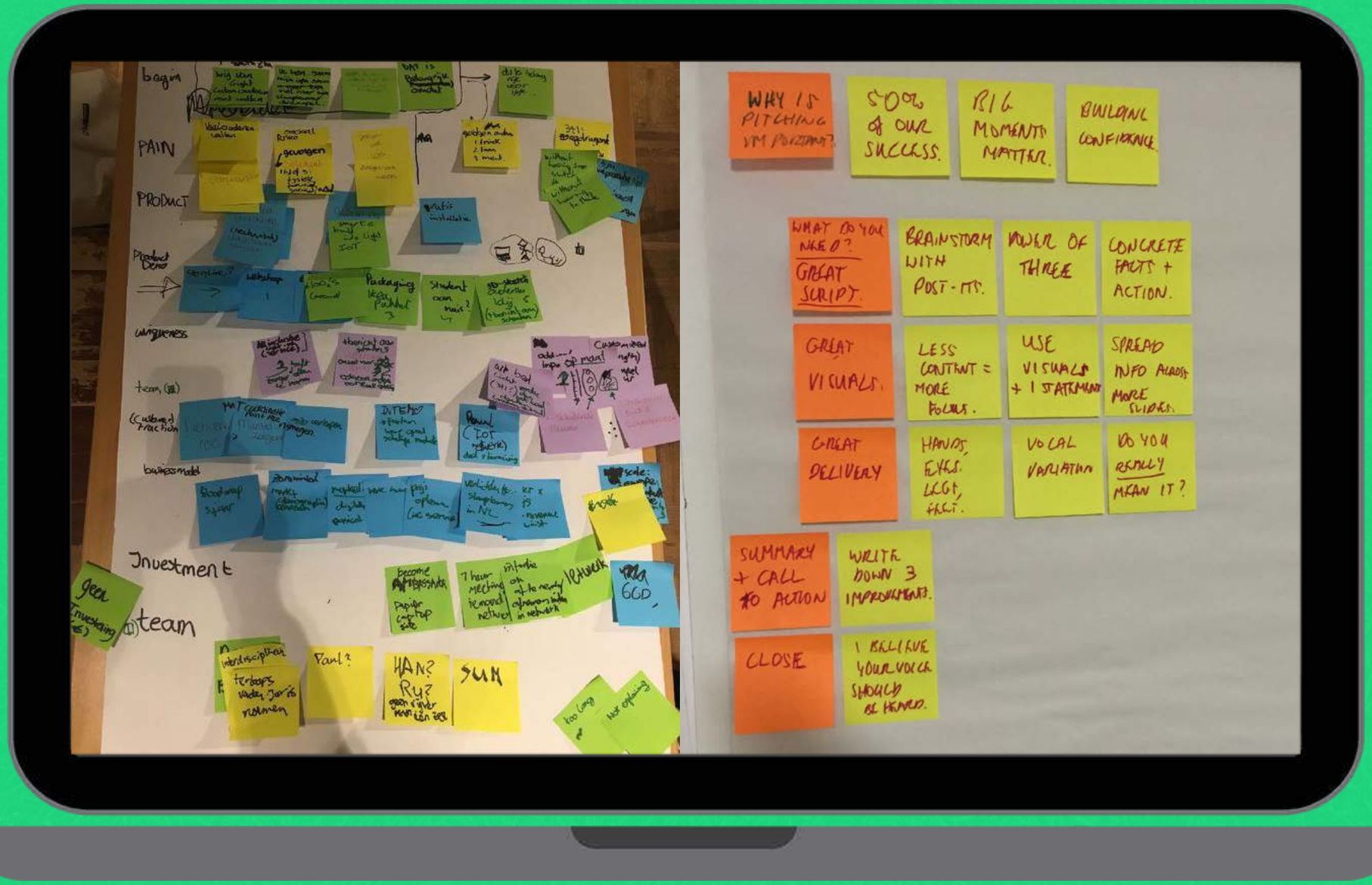

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ADAM GRANT

Brainstorm for **VARIETY**

Filter for **QUALITY**







Today:

Just sketch it out on paper

How do you create

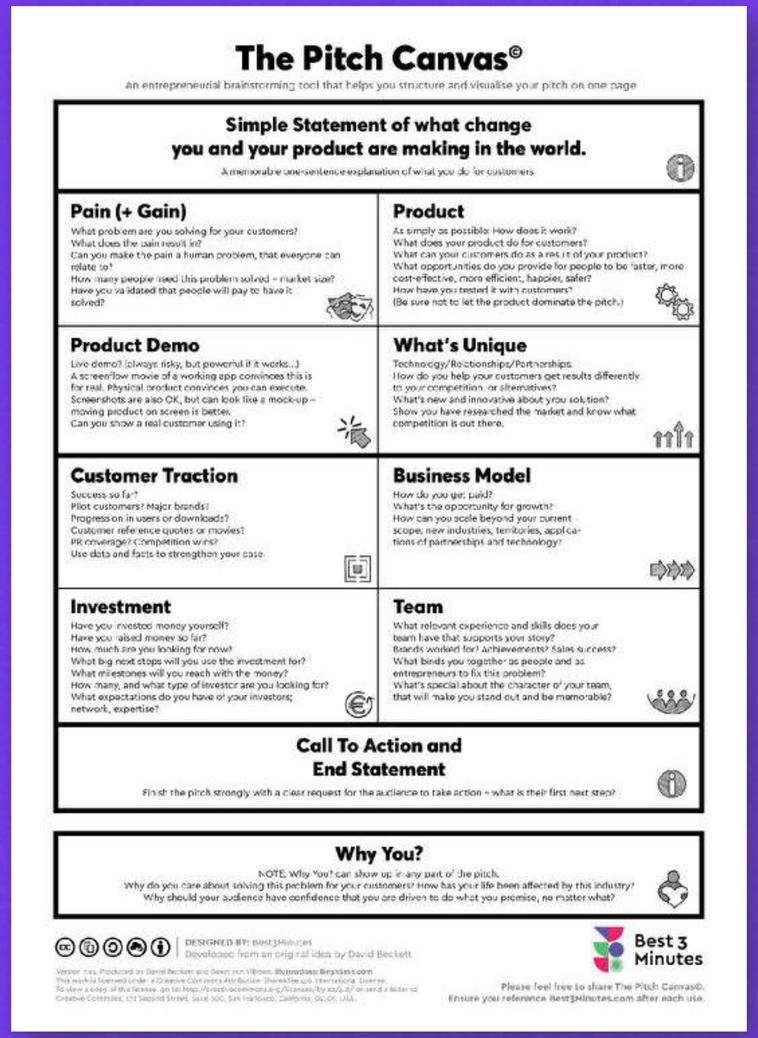
YOUR STORYLINE?

Process

HOW?

Content

WHAT?



The Pitch Canvas©

An entrepreneurial brainstorming tool that helps you structure and visualise your pitch on one page

Simple Statement of what change you and your product are making in the world.

A memorable one-sentence explanation of what you do for customers

Pain (+ Gain)

What problem are you solving for your customers?
What does the pain result in?
Can you make the pain a human problem, that everyone can relate to?
How many people need this problem solved = market size?
Have you validated that people will pay to have it solved?

Product

As simply as possible: How does it work?
What does your product do for customers?
What can your customers do as a result of your product?
What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer?
How have you tested it with customers?
(Be sure not to let the product dominate the pitch.)

Product Demo

Live demo? (always risky, but powerful if it works...)
A screenflow movie of a working app convinces this is for real. Physical product convinces you can execute.
Screenshots are also OK, but can look like a mock-up – moving product on screen is better.
Can you show a real customer using it?

What's Unique

Technology/Relationships/Partnerships.
How do you help your customers get results differently to your competition, or alternatives?
What's new and innovative about your solution?
Show you have researched the market and know what competition is out there.

Customer Traction

Success so far?
Pilot customers? Major brands?
Progress on in users or downloads?
Customer reference quotes or movies?
PR coverage? Competition wins?
Use data and facts to strengthen your case.

Business Model

How do you get paid?
What's the opportunity for growth?
How can you scale beyond your current scope: new industries, territories, applications of partnerships and technology?

Investment

Have you invested money yourself?
Have you raised money so far?
How much are you looking for now?
What big next steps will you use the investment for?
What milestones will you reach with the money?
How many, and what type of investor are you looking for?
What expectations do you have of your investors; network, expertise?

Team

What relevant experience and skills does your team have that supports your story?
Brands worked for? Achievements? Sales success?
What binds you together as people and as entrepreneurs to fix this problem?
What's special about the character of your team, that will make you stand out and be memorable?

Call To Action and End Statement

Finish the pitch strongly with a clear request for the audience to take action – what is their first next step?

Why You?

NOTE: Why You? can show up in any part of the pitch.
Why do you care about solving this problem for your customers? How has your life been affected by this industry?
Why should your audience have confidence that you are driven to do what you promise, no matter what?

DESIGNED BY: Best3Minutes
Developed from an original idea by David Beckett

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Ensure you reference best3minutes.com after each use.

THE PITCH CANVAS©

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THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE IMPACT



TRACTION/ VALIDATION



THE TEAM



THE ASK



WHY YOU?




Create a 30-40 second
PITCH OF THE PAIN!



PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

What's the
Human Result
of the problem
you're solving?

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story



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, over **300 Million** drivers take more than **20 minutes** to find a parking space…"



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Put a number on it!



Co2 emissions? Waste?

Negative societal impact?

Low inclusion? Poor learning experience?

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

Be specific

PUT A NUMBER ON IT

"It wastes a lot of time"

"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 unnecessary CO2"

"There is too much energy inefficiency "

"It creates **X Thousand** Tonnes CO2"

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


Be specific
PUT A NUMBER ON IT
nuventura
Reducing Greenhouse Gases


nuventura
Getting rid of SF,
04:53
04:53


ASSETA
eBay for Capital Equipment
5 seconds

Two kinds of

PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story


THE CLASSROOM OF THE FUTURE
VOXMEDIA
THE PITCH
with Josh Muccio
0:00 / 49:21
$1.4 MILLION Raised | Incredible Journey of Autistic Founder
The Pitch Show
1.86K subscribers
Subscribe
DOWNLOAD AS:
27
Share
Save



Two kinds of

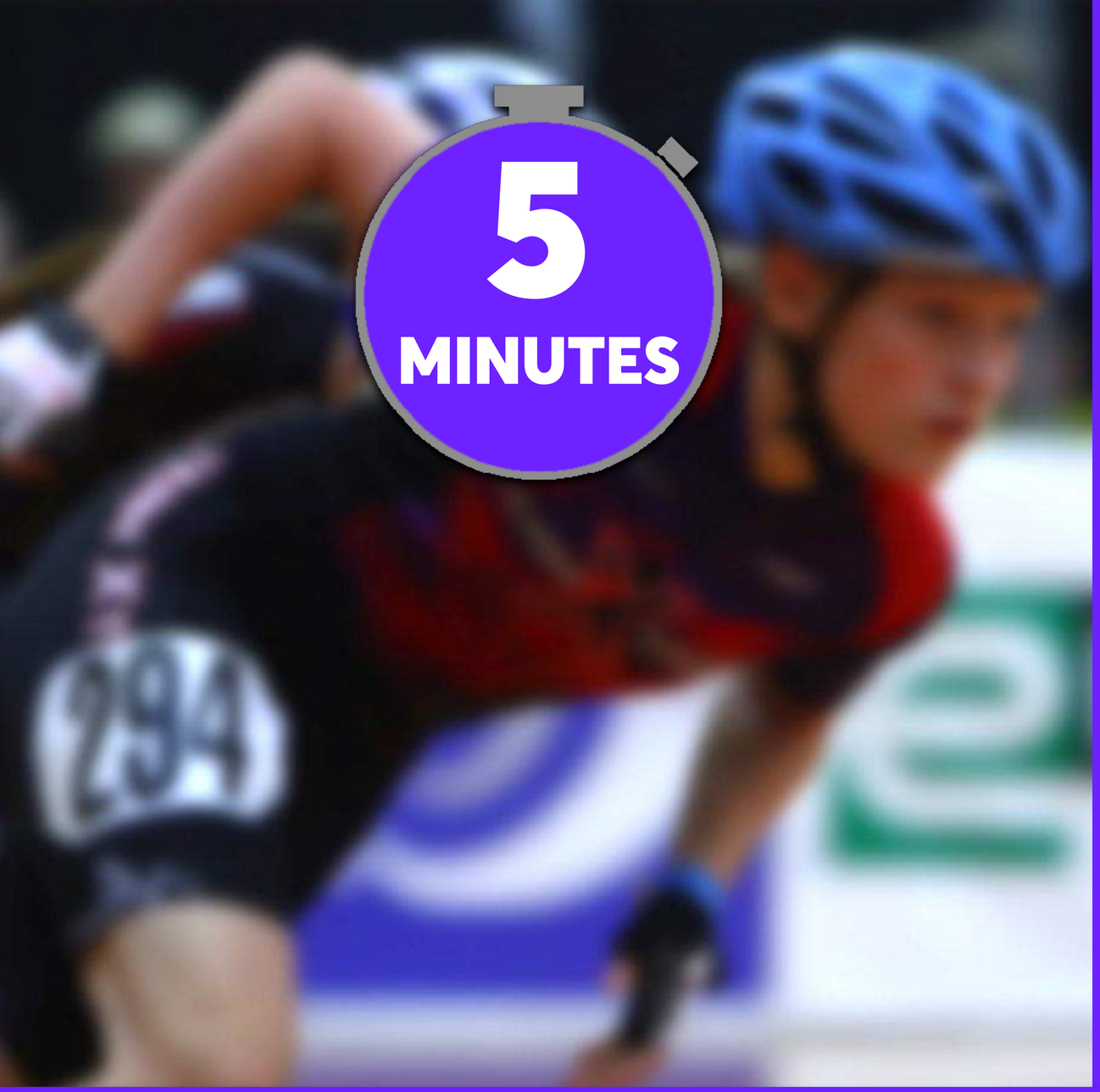
PAIN EXPLANATIONS THAT WORK



Quantified Story



Personal Story



ACTION STEP

Brainstorm: Write down at least **7 things** you could say about: **THE PAIN you solve**

Which **people/organisations affected**?

What **problems** do they face today?

How much time, cost, operations, waste, lost opportunity?

Quickly write down **key words** and phrases, not full sentences

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ACTION STEP

Brainstorm: Write down at least **7 things** you could say about:
THE PAIN you solve

5

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Quickly write down **key words** and phrases, not full sentences

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ACTION STEP

Create a 30-40 second pitch
about **only** the **Pain**

30-40 seconds = **4-5 sentences**

Work **fast:**
don't think too much!



ACTION STEP

Create a 30-40 second pitch
about **only** the **Pain**

30-40 seconds = **4-5 sentences**

Work **fast:**
don't think too much!

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ACTION STEP

TEST OUT
your **45- Second** pitch
about the **Pain**
(4-5 sentences)

with one other person

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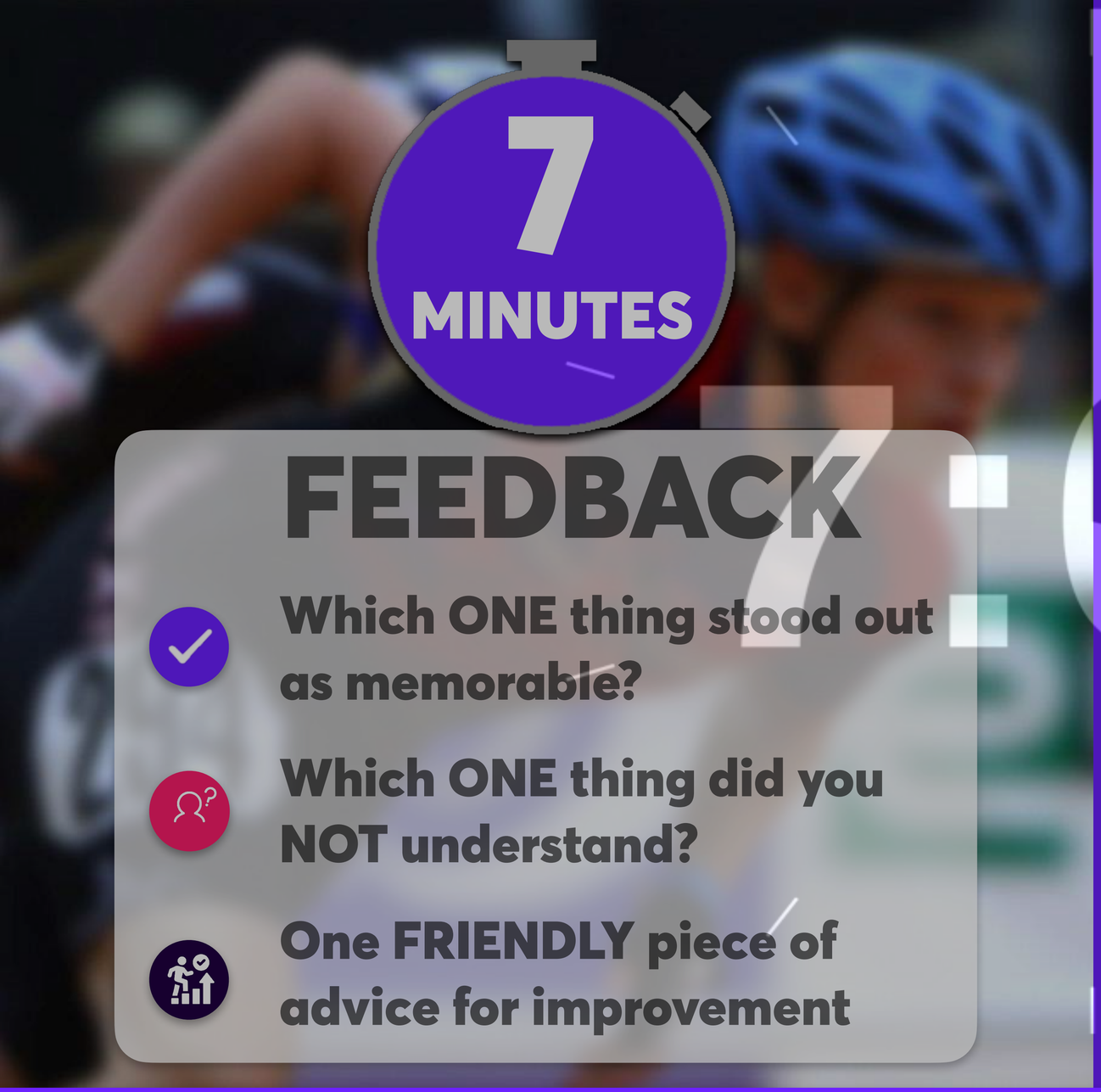

7 MINUTES

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 **45- Second** pitch
about the **Pain**
(4-5 sentences)

with one other person

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Take one minute
TO REFLECT
Write down:
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From receiving and giving feedback?
What will you change?


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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



PRODUCT

How do you **solve** the problem?

What **improves** as a **result** of your product?

How much improvement do you **promise/deliver?**



UNIQUE

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

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

(Any competitors to mention?)

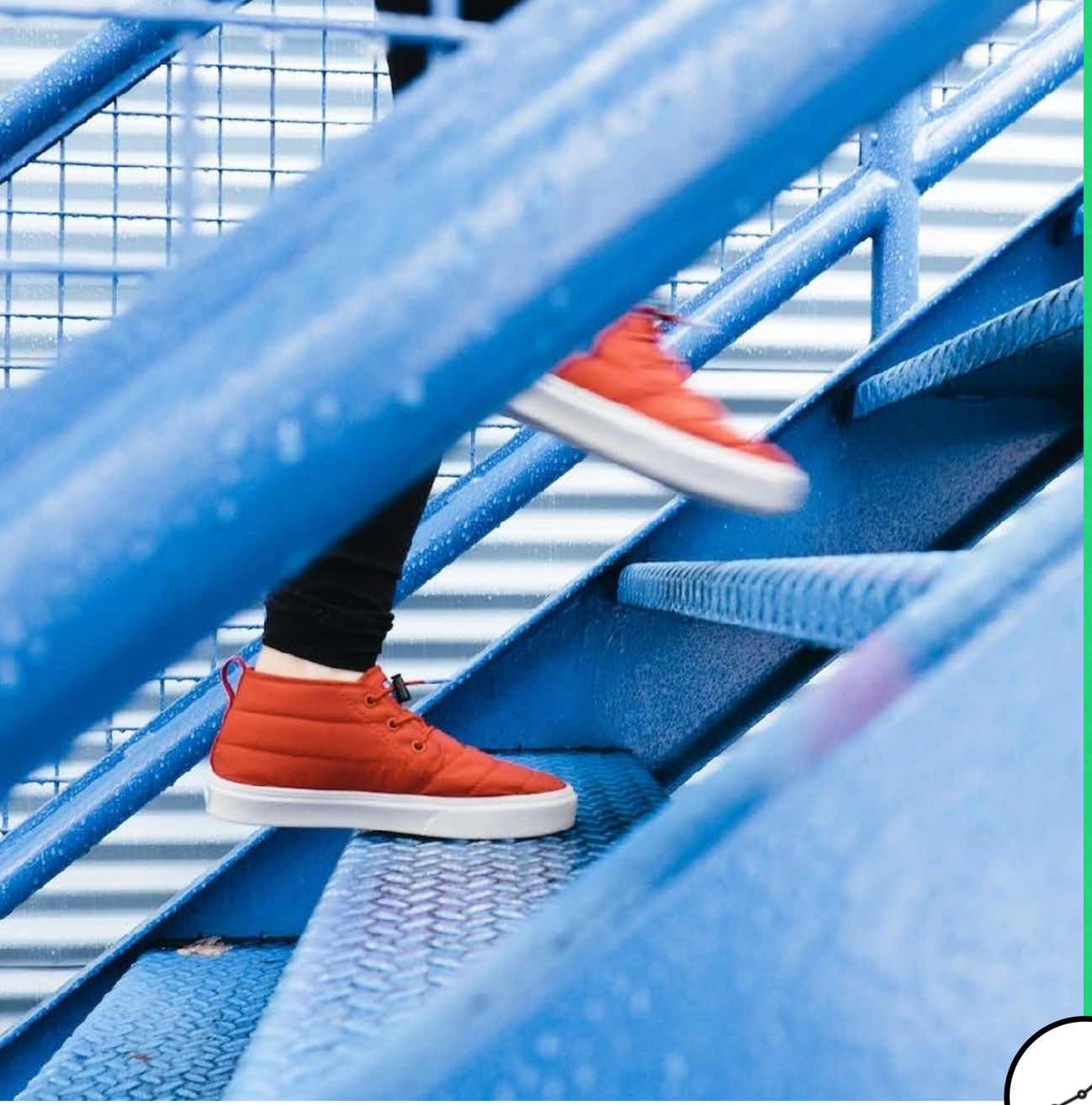


WHAT'S THE IMPACT?

How **big** is the **market?**

Not TAM/SAM/SOM

1-2 simple **metrics** of **size** of the **problem**



PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

Numbers of users or customers? **Growth?**



EARLY STAGE VALIDATION

Customer **Interviews**?

Pilots, Proof of Concepts, **Partnerships?**

How have you **engaged** with potential **customers**?



Q: What's the most **important** thing in a **Startup**?



Q:What's the most **important** thing in a **Startup**?

A:TEAM!


And yet... you never have
ENOUGH TIME

eGym management team



Philip Roesch-Schlanderer | CEO
Co-Founder, 2010



Florian Sauter | CTO
Co-Founder, 2010



Patrick Meininger | CFO
eGym, 2017

occonion · Deutsche Telekom · wellingtonpartners



Christoph Bischoff | CRO
eGym, 2019

Microsoft · PAYCHEX · ADP



Martin Fichter | COO
eGym, 2017

HTC · flex · SIEMENS



John Ford | CEO USA
eGym, 2018

eGym

The Team

Expertise in Data, Platforms & Field Operations

Al Amin Idris • Founder, CEO



Al Amin leverages data to identify beneficiaries for impactful programs in Nigeria, directly impacting over 2.5 million lives.

Halima Mohammed • Co-Founder, COO



Halima, driven by a passion for empowering last-mile communities,

Aliyu Mukhtar Kuki • Co-Founder, CPO



Ali, an interior architect turned product developer, is passionately dedicated to crafting sustainable solutions for emerging markets.

Team: Founders & Executives

docHERs



Asher Hasan - The Innovator
CoFounder/Chief Innovation Officer

- US Trained Medical Doctor/MBA (NYU)
- 2011 Asian Social Entrepreneur of the Year (WEF/SF)
- TED Fellow, MIT SOLVER,
- Former Senior Director, Medical Affairs, Amylin (CA)



Sabeen Haque - The Creative Force
CoFounder/Executive Director

- Accelerator of 200+ women-led businesses
- Social entrepreneur-in-residence: Insead
- Former VP Sales: Thomson Reuters



Samia Dittu - The Execution-er
Head, Clinical Operations

- Medical Doctor - Family Practice
- Primary Liaison with GP/PCP Network



Komal Rizvi - The Wellness Doc
Manager, Private-Public Health Systems

- Medical Doctor
- Yoga & Zoomba dance Instructor

Mahnoor Farishta - The Angel
Corporate Development

- Oversees Business Development
- Former Analyst - Deloitte

Ting Shih
Lead Tech Partner - ClickMedix

- MIT alumnus
- Cartier Innovation Award Winner

Tanzeela Khan - The Silent Assassin
Project Manager



Salima Mohsin - The Pain Reliever
Head, Patient Care Coordination Team

- Nurse - MBA in HealthCare Management
- Leads team of nurses

Private & Confidential

Page 12

Pick out 2-3

MEMORABLE POINTS





TEAM

Who will make it happen?

Complimentary **Skills**?
Years of Experience?
Previous startups/exits?



TEAM

Character?

Driven by the same **purpose**?

Young and **Hungry**?
Experienced and ready for **new** challenges?



THE ASK

Investment?

To reach which **milestone?**

Introductions?

Advice?

Feedback?

ONE LAST THING...





WHY YOU?

What's your **personal motivation** to offer this proposition?



WHY YOU?

What makes **you excited** about your proposition?

Your **Enthusiasm** Counts!



ACTION STEP

Quickly review

Have you got the
main topics covered?

Pain, Product, What's Unique,
Impact, Traction/Validation, Team,
The Ask, Why You

Where would you need
to **focus** to improve
the content of your pitch?

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ACTION STEP

Quickly review

Have you got the
main topics covered?

Pain, Product, What's Unique,
Impact, Traction/Validation, Team,
The Ask, Why You

Where would you need
to **focus** to improve
the content of your pitch?

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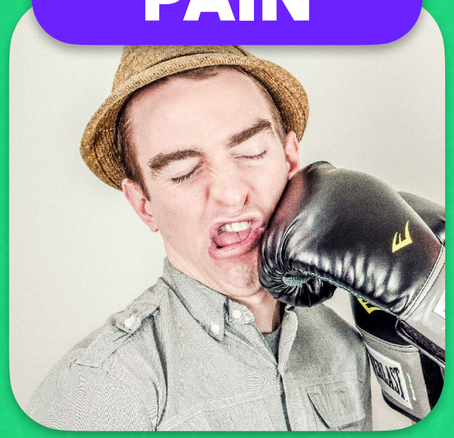
THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE IMPACT



TRACTION/ VALIDATION



THE TEAM



THE ASK



WHY YOU?



Example of how to split the 25-27 Sentences

THE PAIN



5 Sentences

THE PRODUCT



4 Sentences

WHAT'S UNIQUE



2 Sentences

THE IMPACT



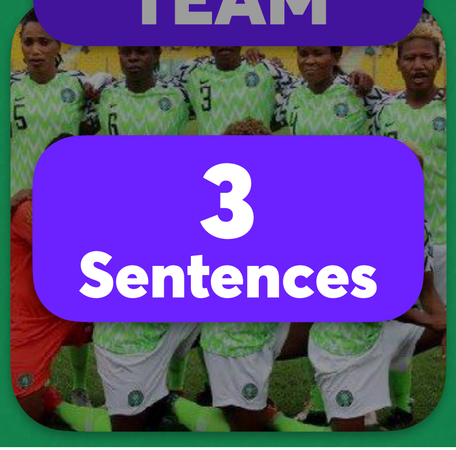
3 Sentences

TRACTION/ VALIDATION



3 Sentences

THE TEAM



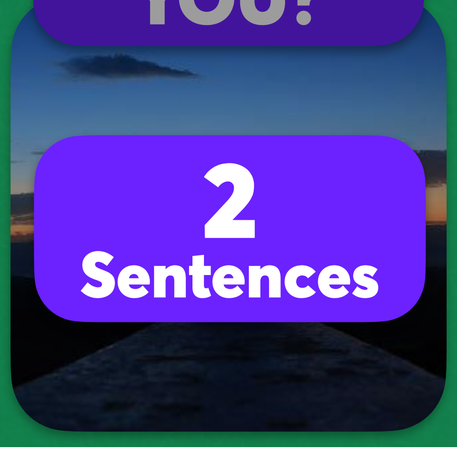
3 Sentences

THE ASK



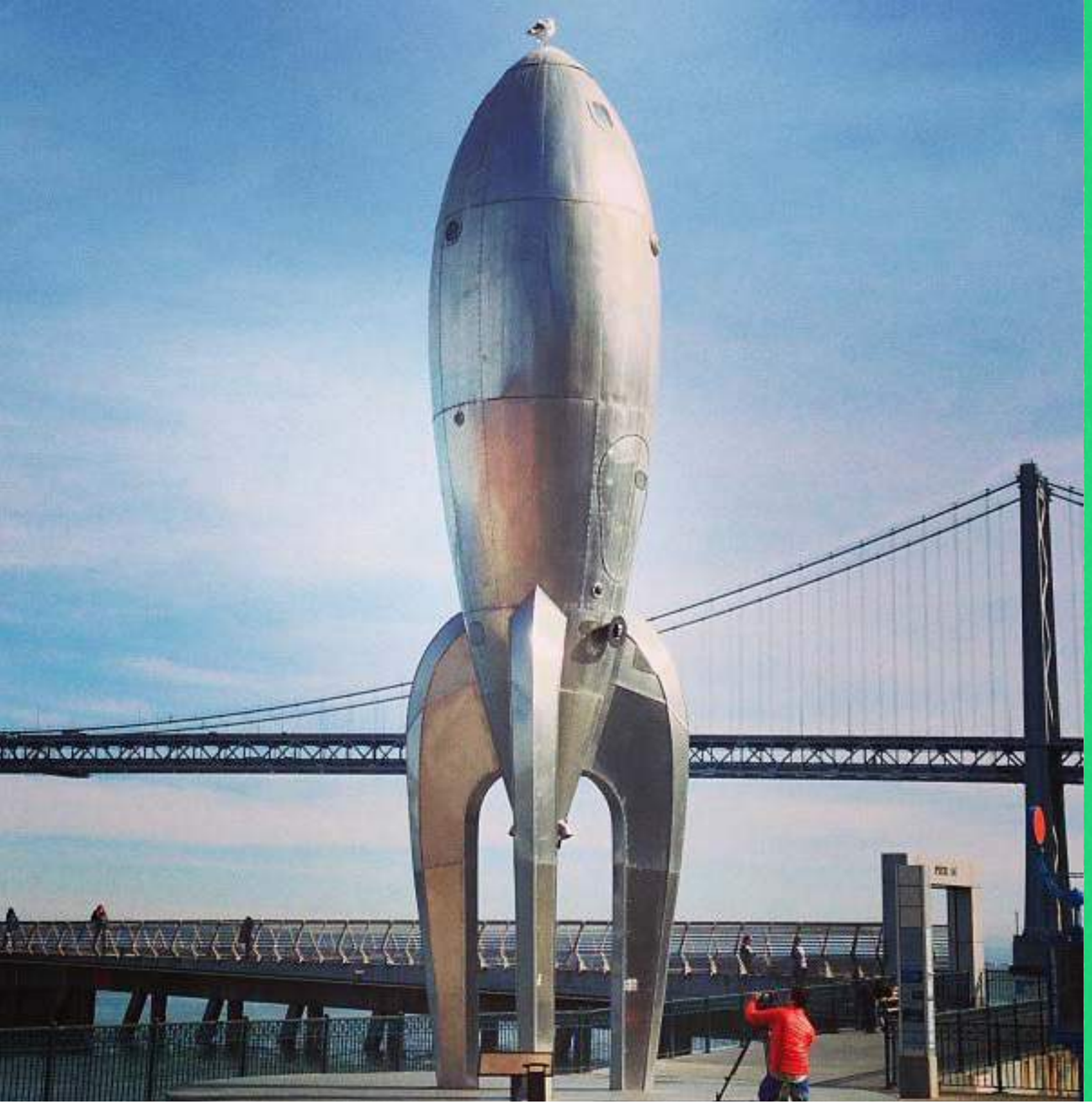
3 Sentences

WHY YOU?



2 Sentences


Make the first word count
OPEN POWERFULLY



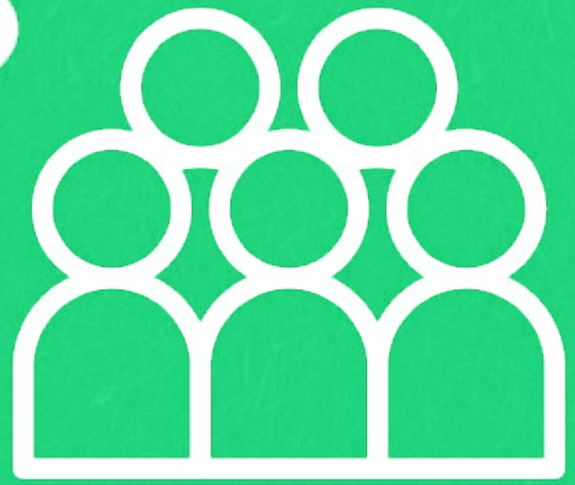
The first 20 seconds buys

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

How to open your pitch

WATCH THESE TWO VIDEOS!





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Making your story

FOCUSED & MEMORABLE


The Power of
THREE

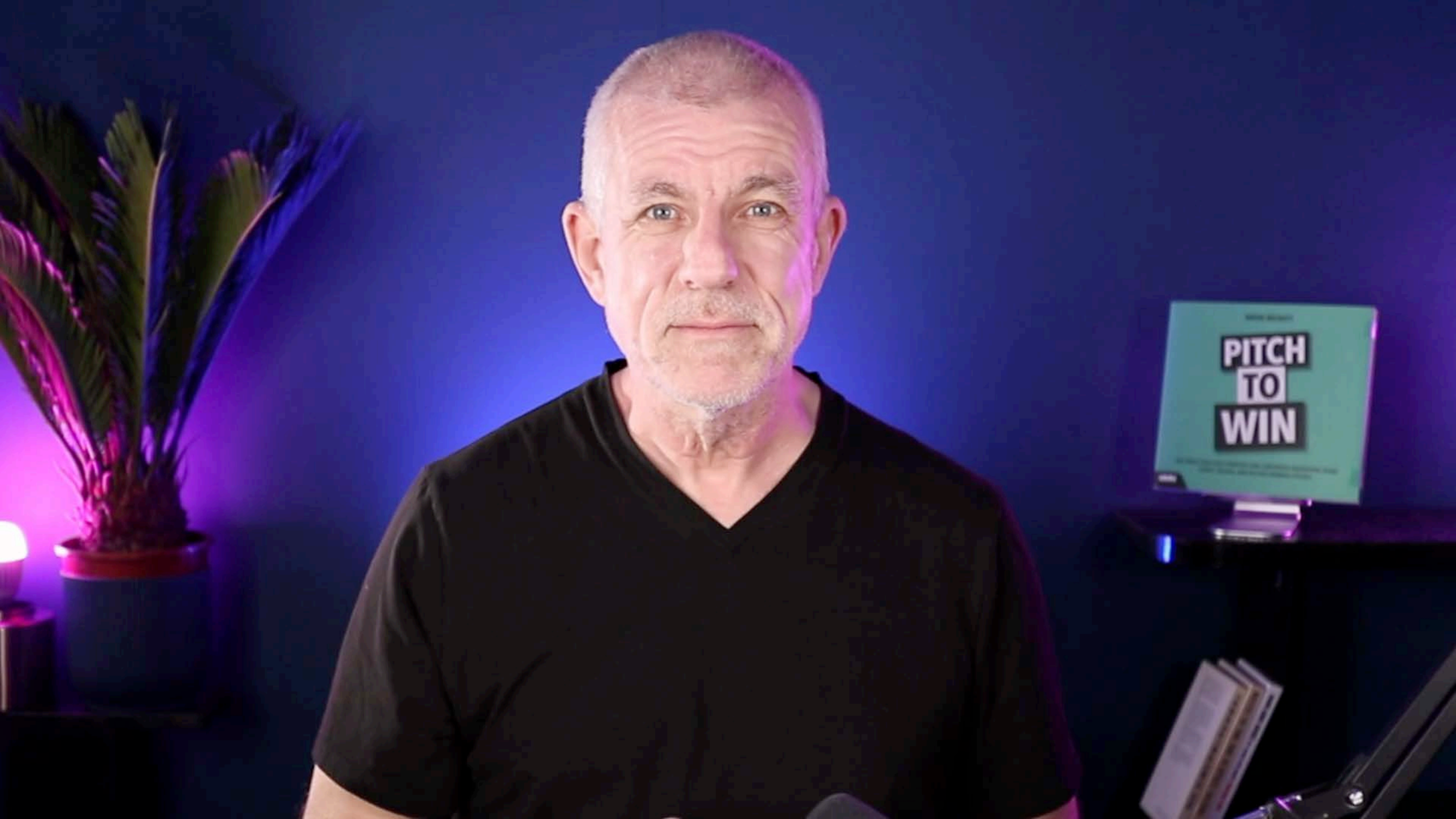
What happens if I say…

“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 sentence 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 sentence 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;

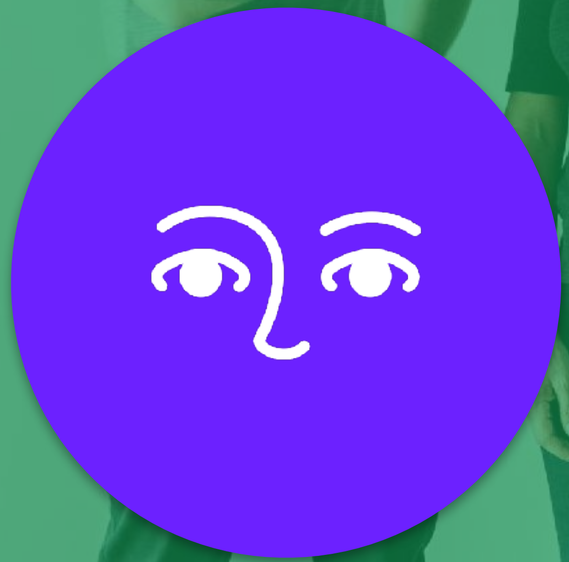
First…

Second…

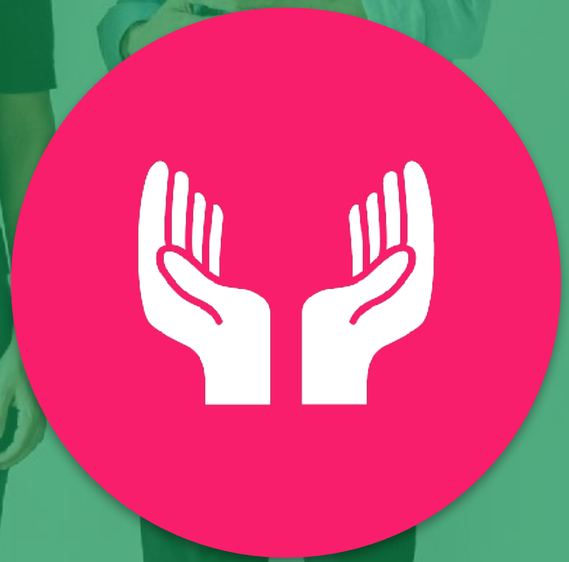
Third…"


Let's talk about
BODY LANGUAGE

The 3 Components of **BODY LANGUAGE**



EYES

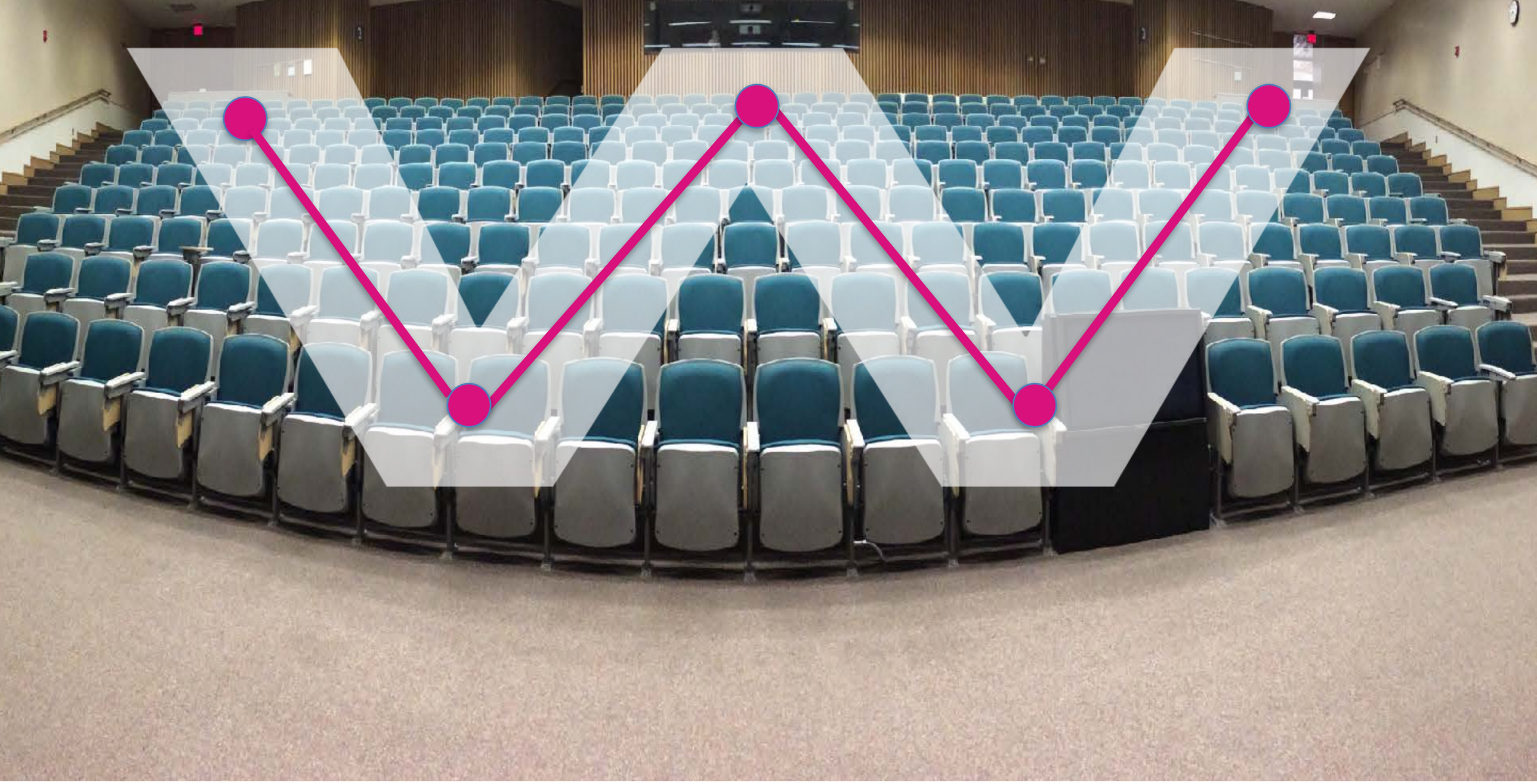


HANDS



LEGS & FEET


Look the audience
IN THE EYE





Use your hands to **EMPHASISE**

Don'ts

Behind back



Don'ts

Behind back

In Pockets



Don'ts

Behind back

In Pockets

On Hips



Don'ts

Behind back

In Pockets

On Hips

Across Body



Don'ts

Behind back

In Pockets

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



Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 15 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







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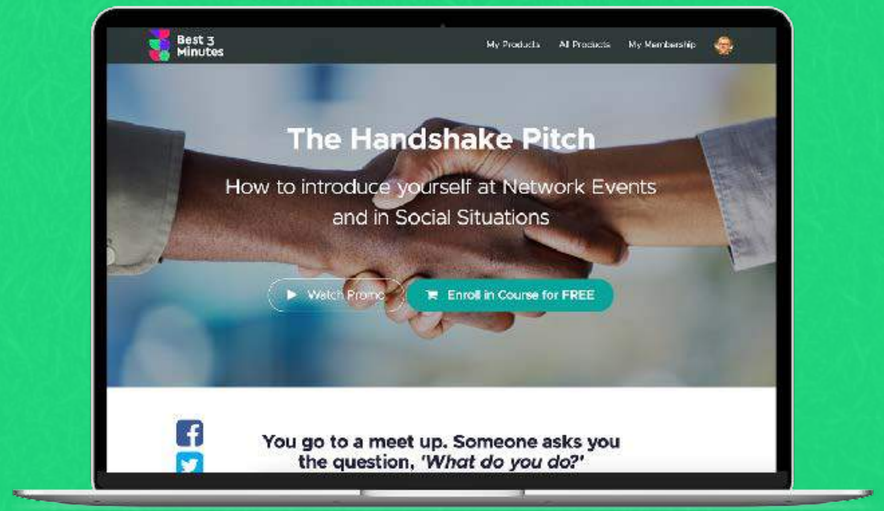

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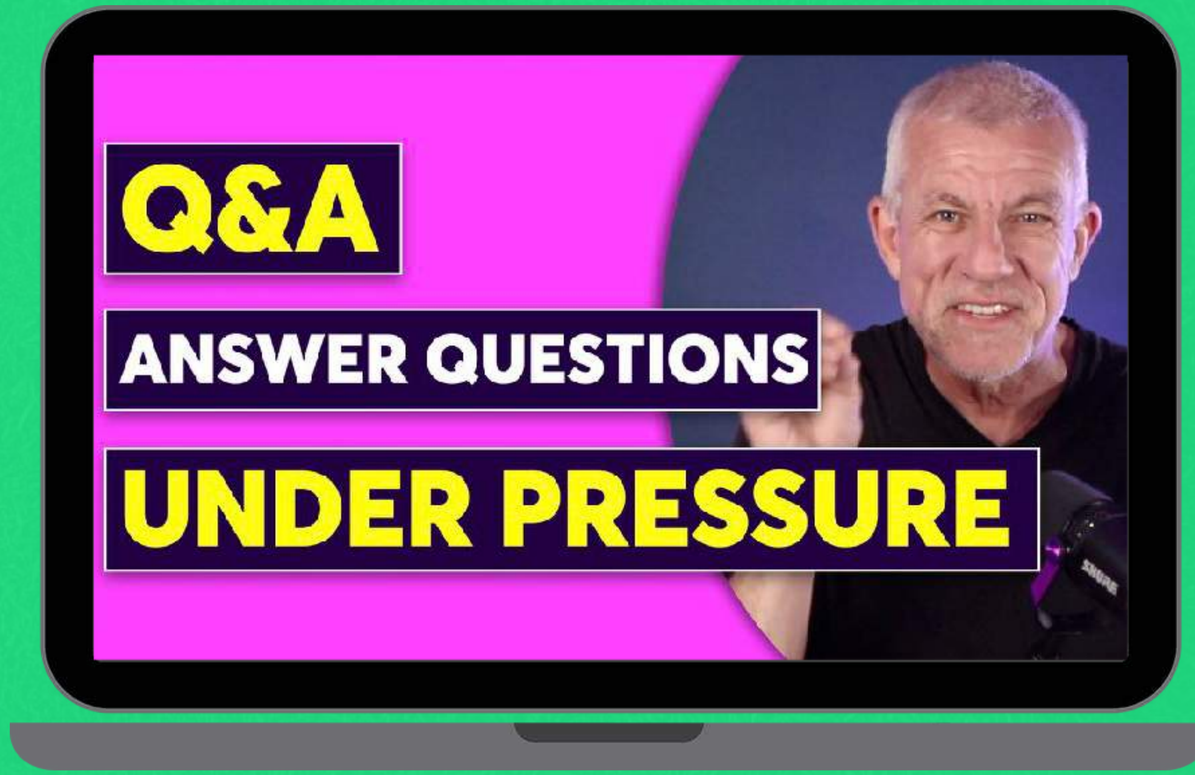
Podcast



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