

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION



33 Countries

TRAINED 41,000+ PEOPLE

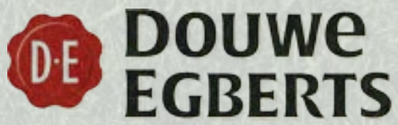








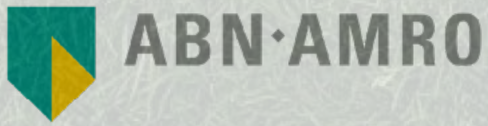

















GREAT IDEAS
NEED A VOICE

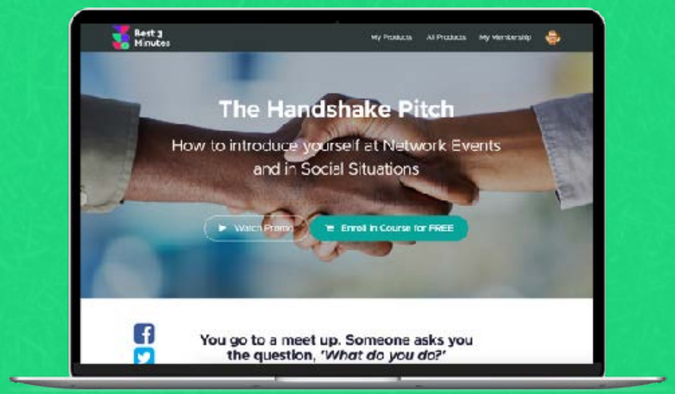
You will receive the

SLIDES AND MANY MATERIALS










QUESTIONS?
You can ask
ANY TIME


Help you have a big impact
WITH YOUR VOICE


We'll talk about
BODY LANGUAGE


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



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




Give some **AIR** around
THE IMPORTANT POINTS

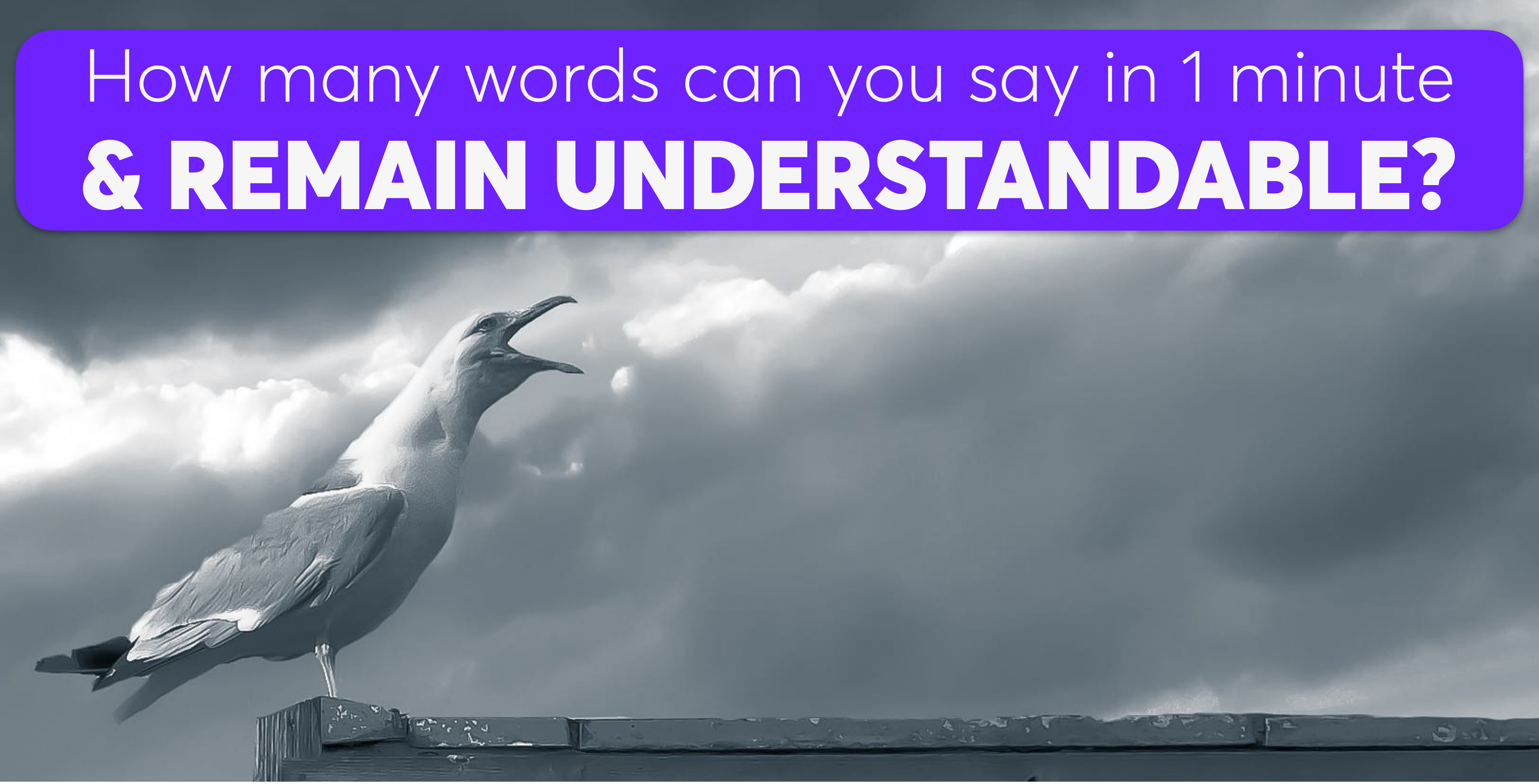


The **No.2** Reason why
PEOPLE GET CONFUSED

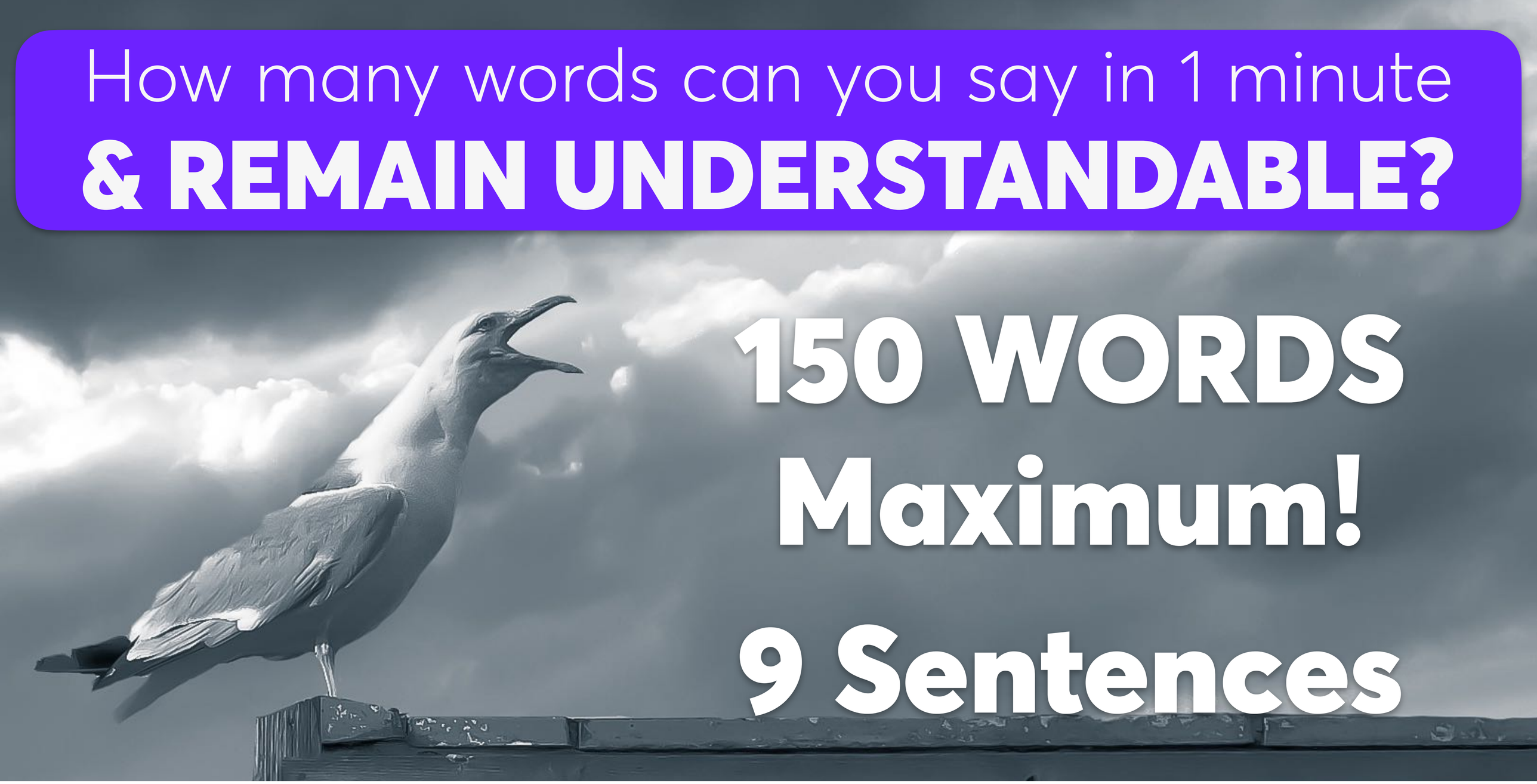


Let's talk about **SPEED**

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



Best way to improve body **VOICE?**

FILM YOURSELF PITCHING



Review Each Film Together

- **What's going well: air around the key points? Not too fast?**
- **What's distracting from the story?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

Test & Film
your 1 Minute Pitch:

Focusing on

Speed - not too fast

Air - around the key information



10 MINUTES

Review Each Film Together

- What's going well: air around the key points? Not too fast?
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How to have a big impact
WITH YOUR VOICE

Make it interesting with **VOCAL VARIATION**




Use your voice to
EMPHASISE
SPEED
PITCH
VOLUME


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


THE OLD VIC
AMP SIEGFRIED

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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Review Each Film Together

- What's going well: are you emphasising the story?
- What's distracting from the story?
- One FRIENDLY piece of advice for improvement

ACTION STEP

Test & Film
your 1 Minute Pitch:

Focusing on

Word Emphasis



ACTION STEP

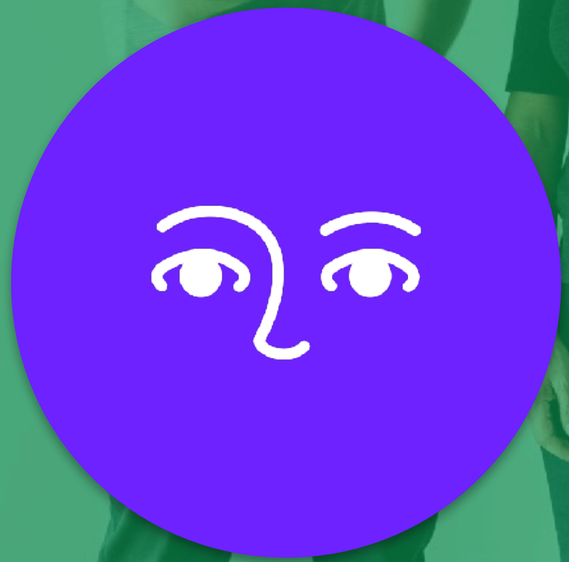
Test & Film
your 1 Minute Pitch:

Focusing on

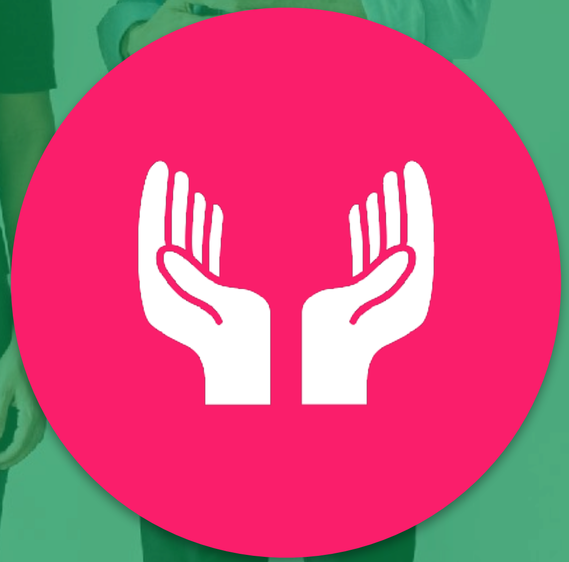
Word Emphasis


Let's talk about
BODY LANGUAGE

The 3 Components of BODY LANGUAGE



EYES

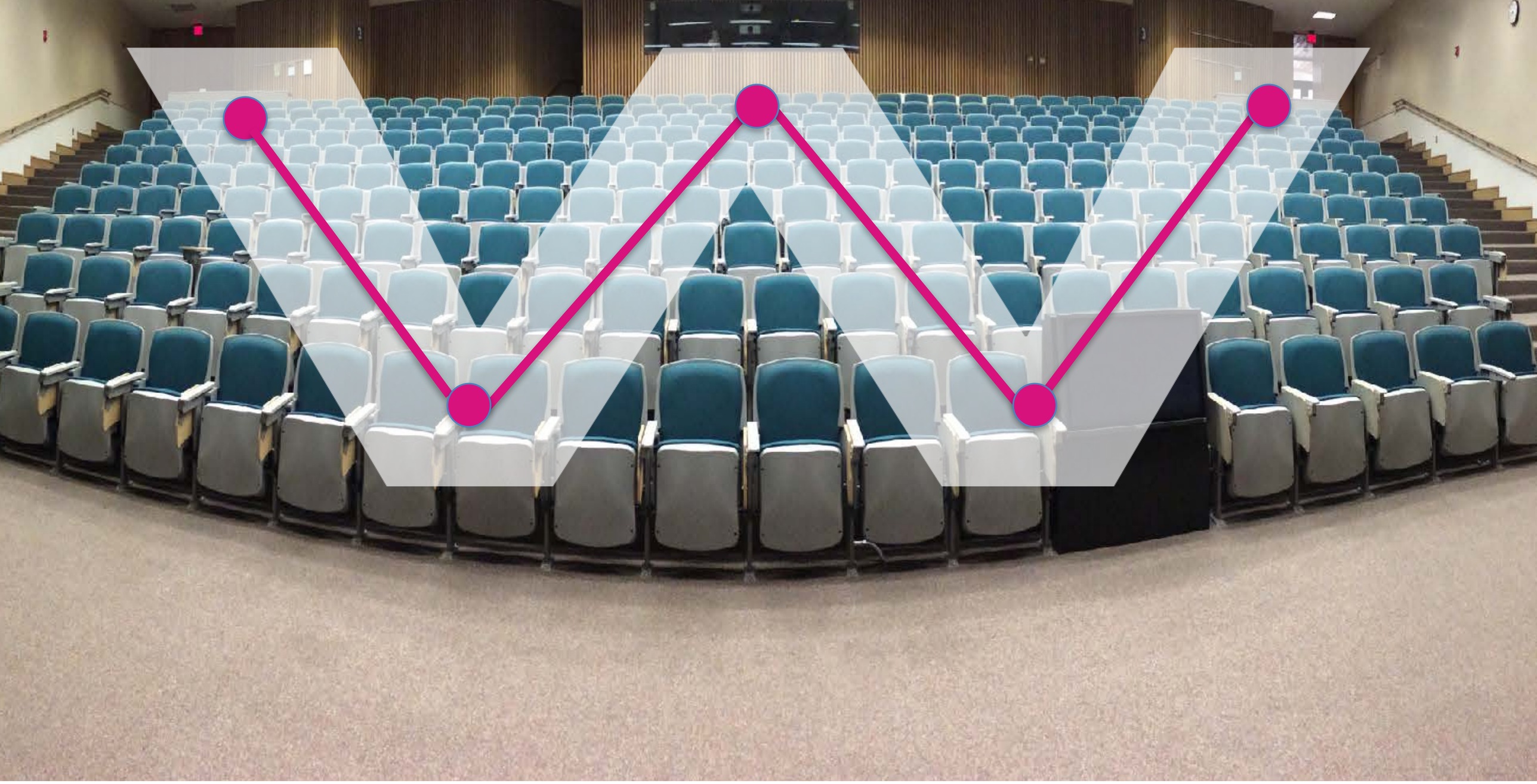


HANDS



LEGS & FEET


Look the audience
IN THE EYE





Use your hands to **EMPHASISE**

Don'ts

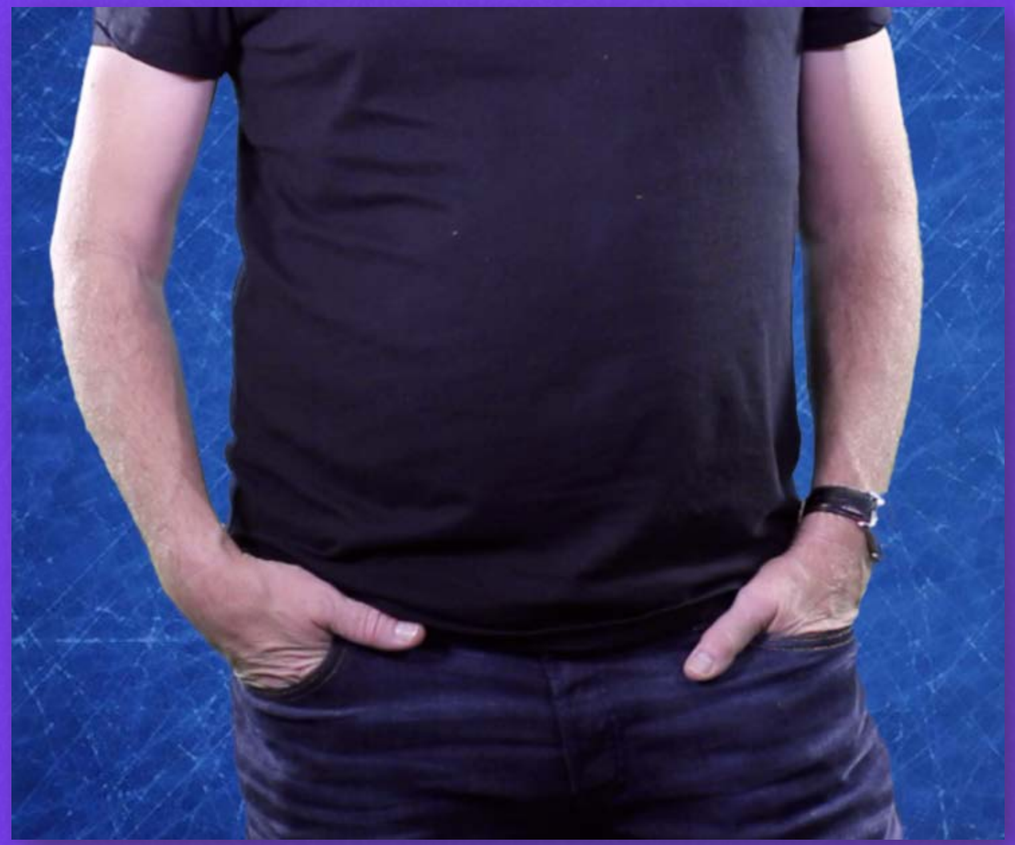
Behind back



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

Put emphasis on the words that matter





Do's

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising









Do's

Put emphasis on the words that matter

Find a 'rest' position when you are not emphasising

Show the number





Do's

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising

Show the number

Separate parties into locations


I WAS ALSO WATCHING
THE OLYMPICS



Best way to improve body language?

FILM YOURSELF PITCHING



10 MINUTES

Review Each Film Together

- What's going well: are you emphasising the story?
- What's distracting from the story?
- One FRIENDLY piece of advice for improvement

ACTION STEP

Test & Film
your 1 Minute Pitch:

Focusing on

Hand Gestures



10 MINUTES

Review Each Film Together

- **What's going well: are you emphasising the story?**
- **What's distracting from the story?**
- **One FRIENDLY piece of advice for improvement**

5

ACTION STEP

Test & Film
your Handshake Pitch:

Focusing on Hand Gestures

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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


Anyone want to share
WHAT YOU LEARNED?


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

Where do you stand

ON STAGE?

Choose 2-3 points

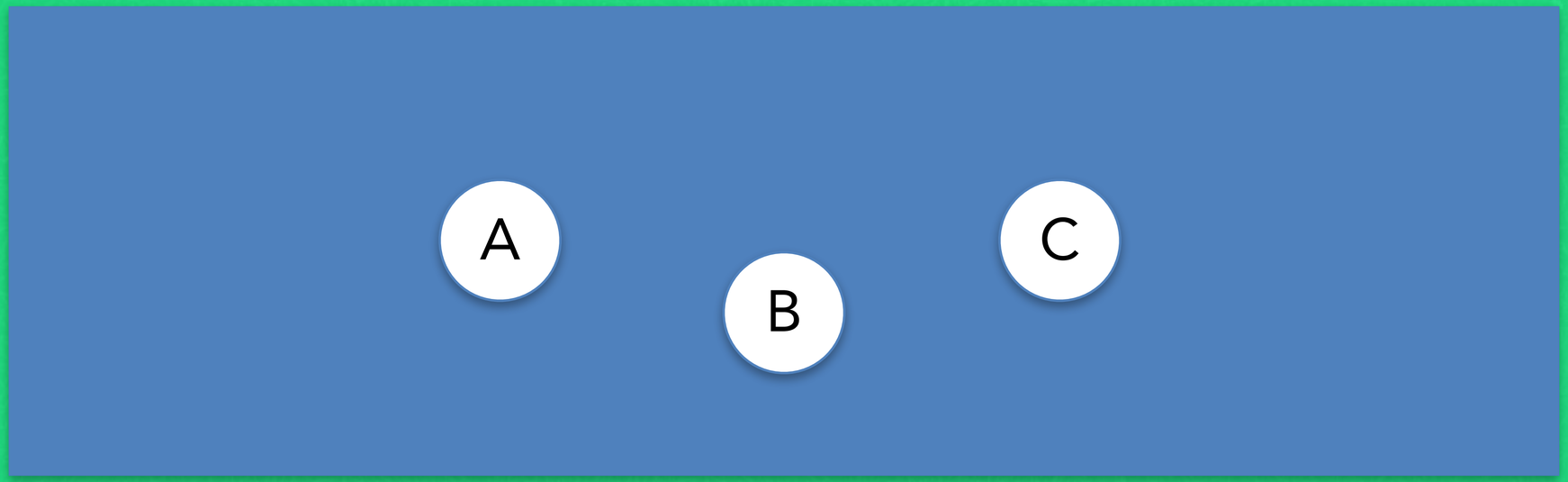
TO STAND ON-STAGE

A

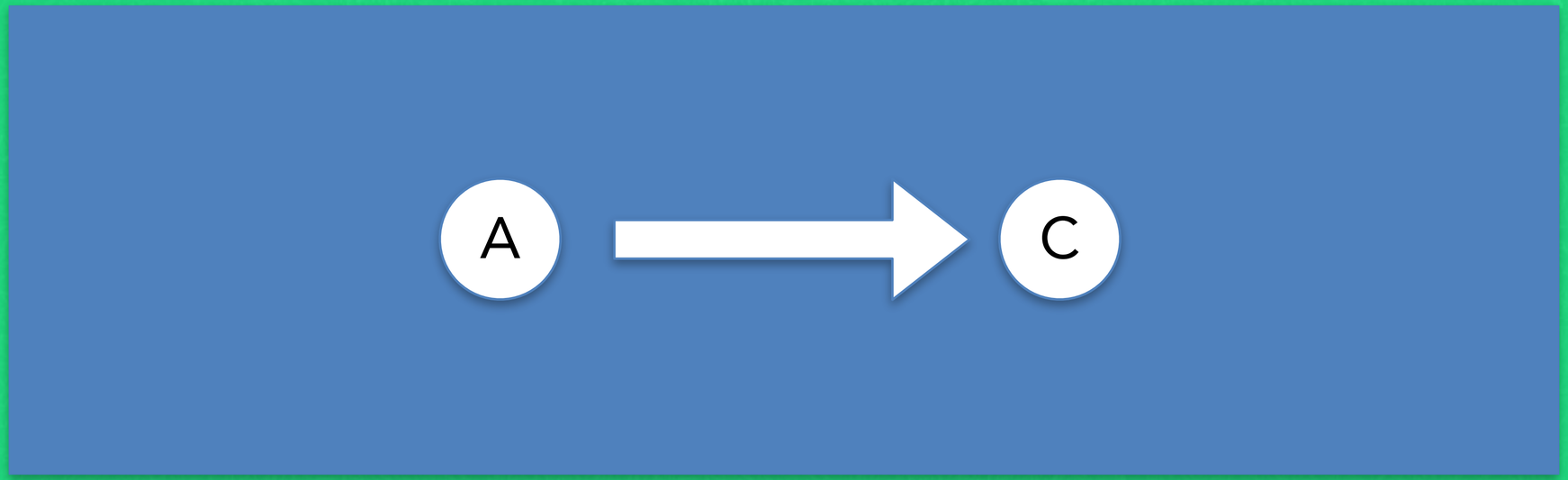


Choose 2-3 points

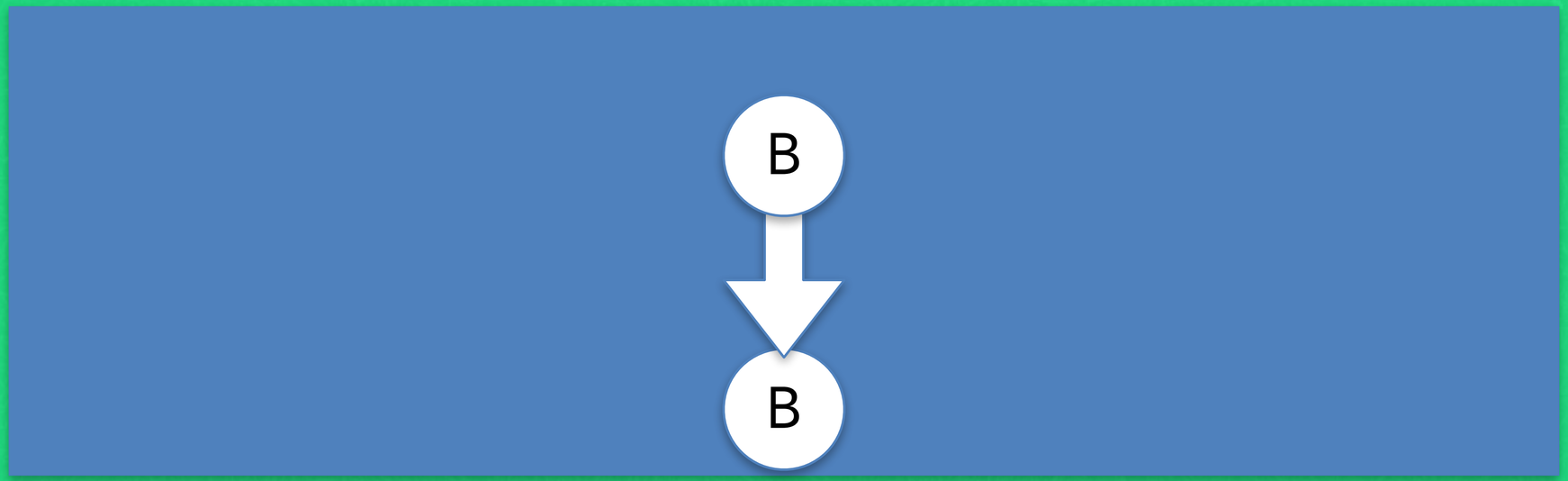
TO STAND ON-STAGE



Movement between points = **TRANSITION**



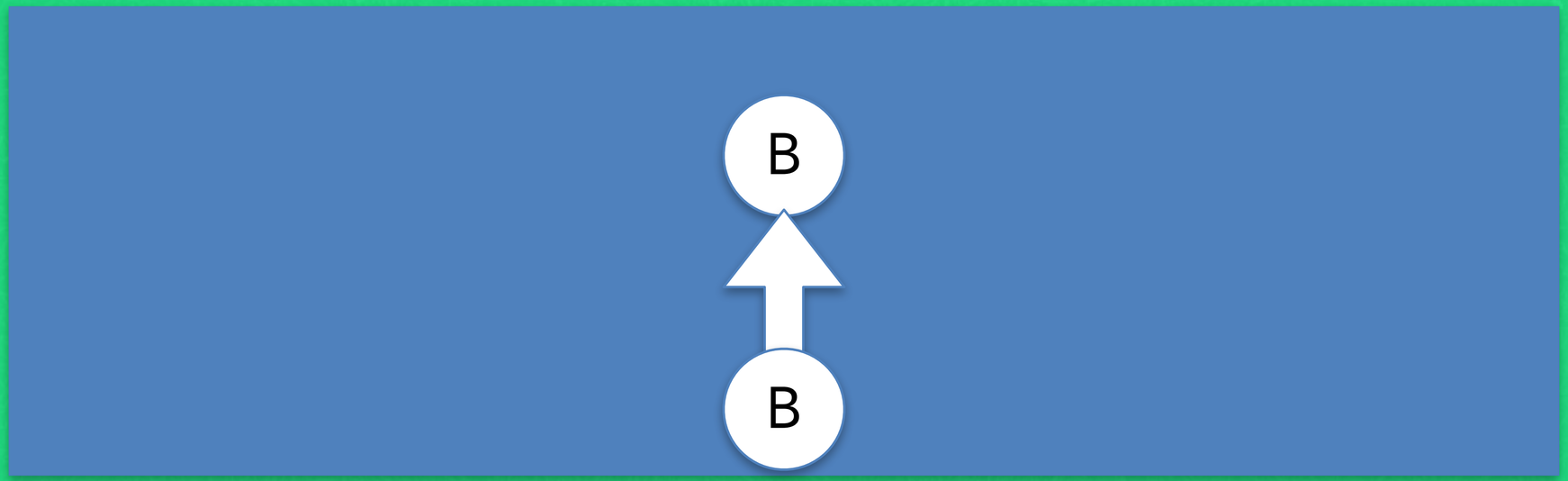
Movement forward = **EMPHASIS**





Movement backward =

ASK A QUESTION



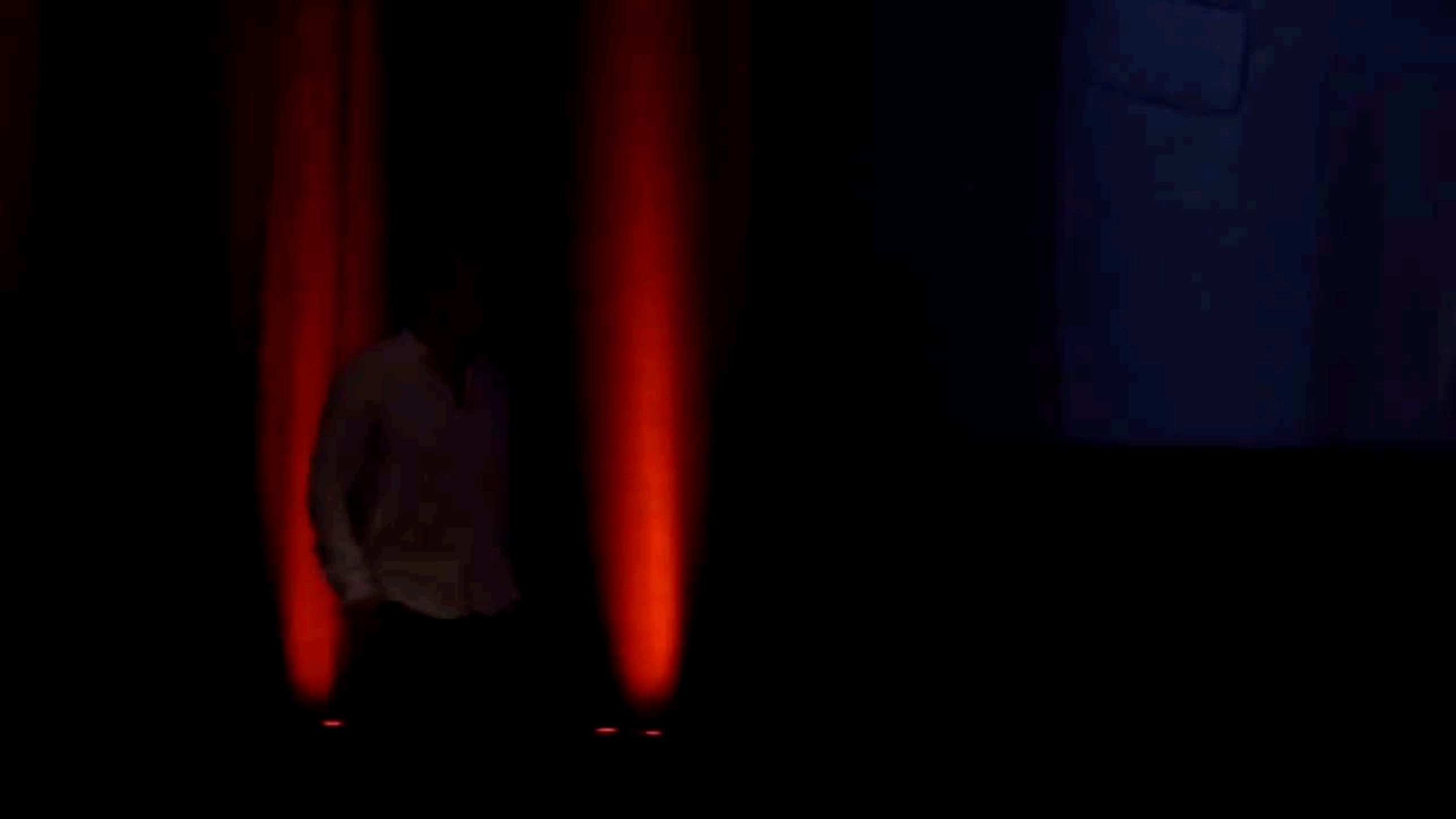


Not sure what to do?
KEEP IT SIMPLE!



Take a *moment*...

WHEN YOU START



The best speakers don't always

FOLLOW RULES!



To improve body language and voice

FILM YOURSELF PITCHING


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


KEEP
CALM
AND
PITCH

Manage your
PITCHING NERVES



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

Pitch tools and
RESOURCES





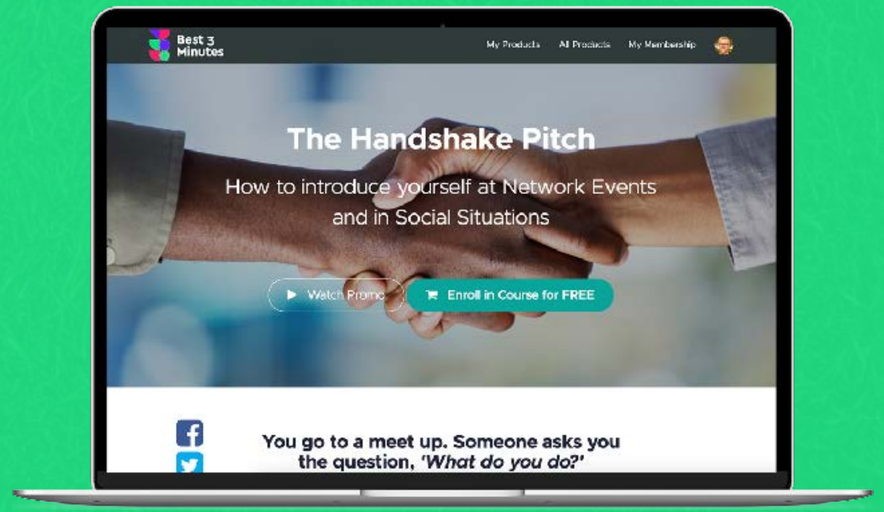


best3minutes.com/sbc25









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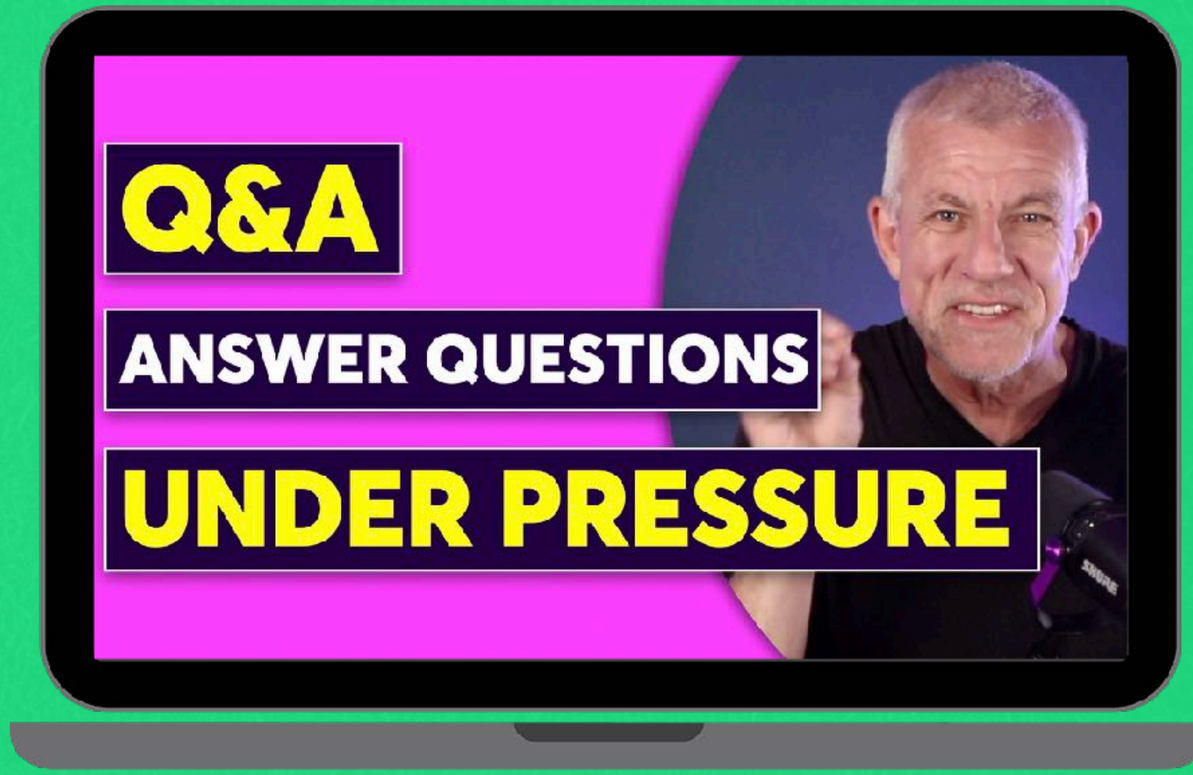
Podcast



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