

Public Speaking & Pitch Coach
TEDx Speech Coach
Author: 'Pitch To Win'

David Beckett

best3minutes.com

Best 3 Minutes

Coached **3000+** Startups & Scaleups



Trained **40,000+** Professionals

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We are all trying to
CONVINCE BUSY PEOPLE

The Presenter



The Listener




12%
76%







LONG STORY SHORT



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 the

SLIDES AND MANY MATERIALS










QUESTIONS?
You can ask
ANY TIME



ACTION STEP

Present 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!



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30 Seconds to someone you
don't know so well

When the 30 seconds are
finished, **switch**!

No Other Instructions

LET'S DO IT!



Who are we presenting to?

Why are we presenting?

What should we presenting?


TOOLS

The most frequent presentation
YOU WILL EVER MAKE




2




25 Seconds - 4 sentences
THE HANDSHAKE INTRO
The Question...
"WHAT DO YOU DO?"


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


"WHAT DO YOU SOLVE?"
"What is the
RESULT of WHAT YOU DO?"

The basis of any **GREAT PRESENTATION**



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



They understand **EVERYTHING...?**

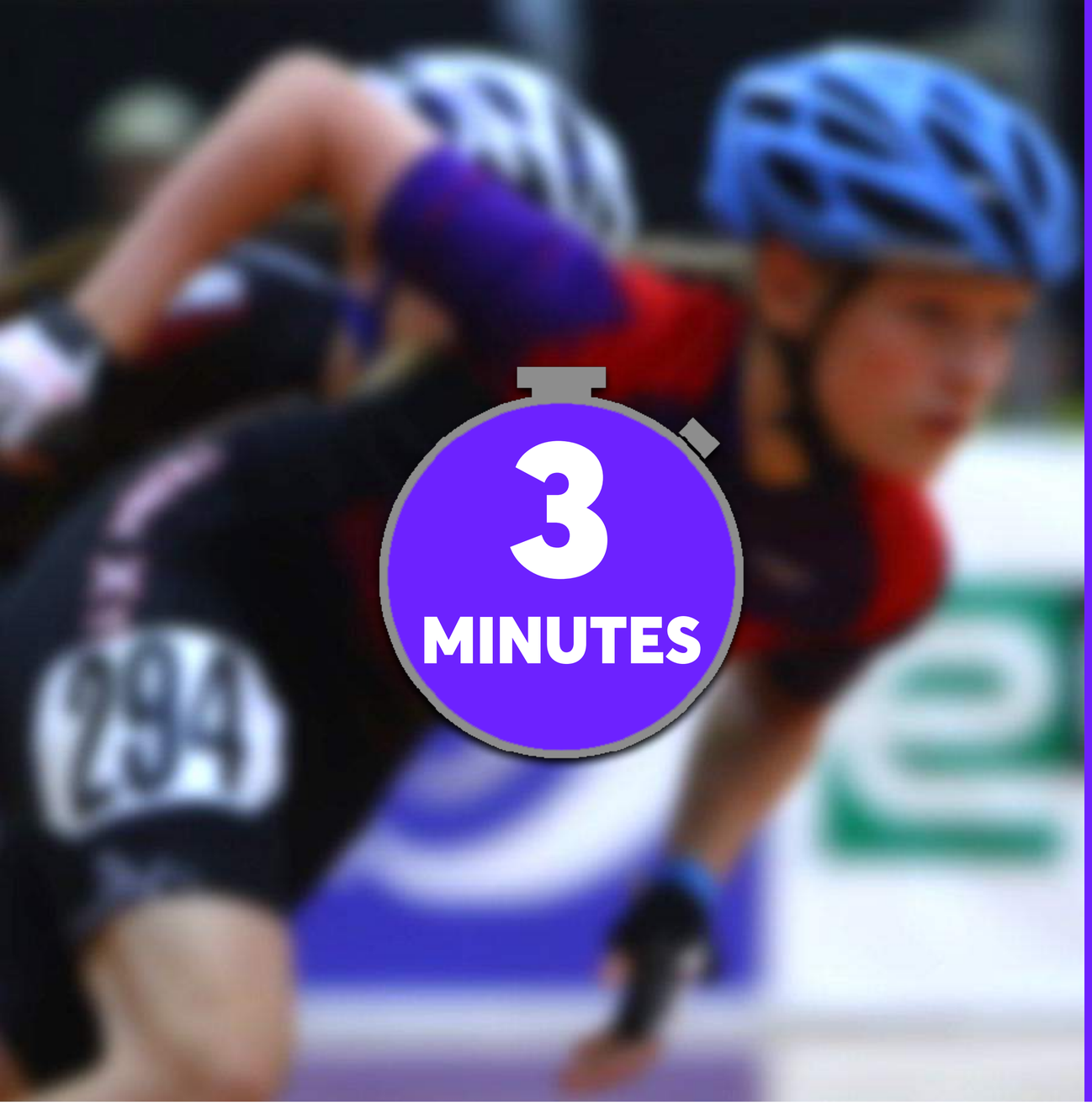
The basis of any **GREAT PRESENTATION**



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



They ask **Questions**



ACTION STEP

Write down your Handshake Intro:

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 Intro:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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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 Intro:**

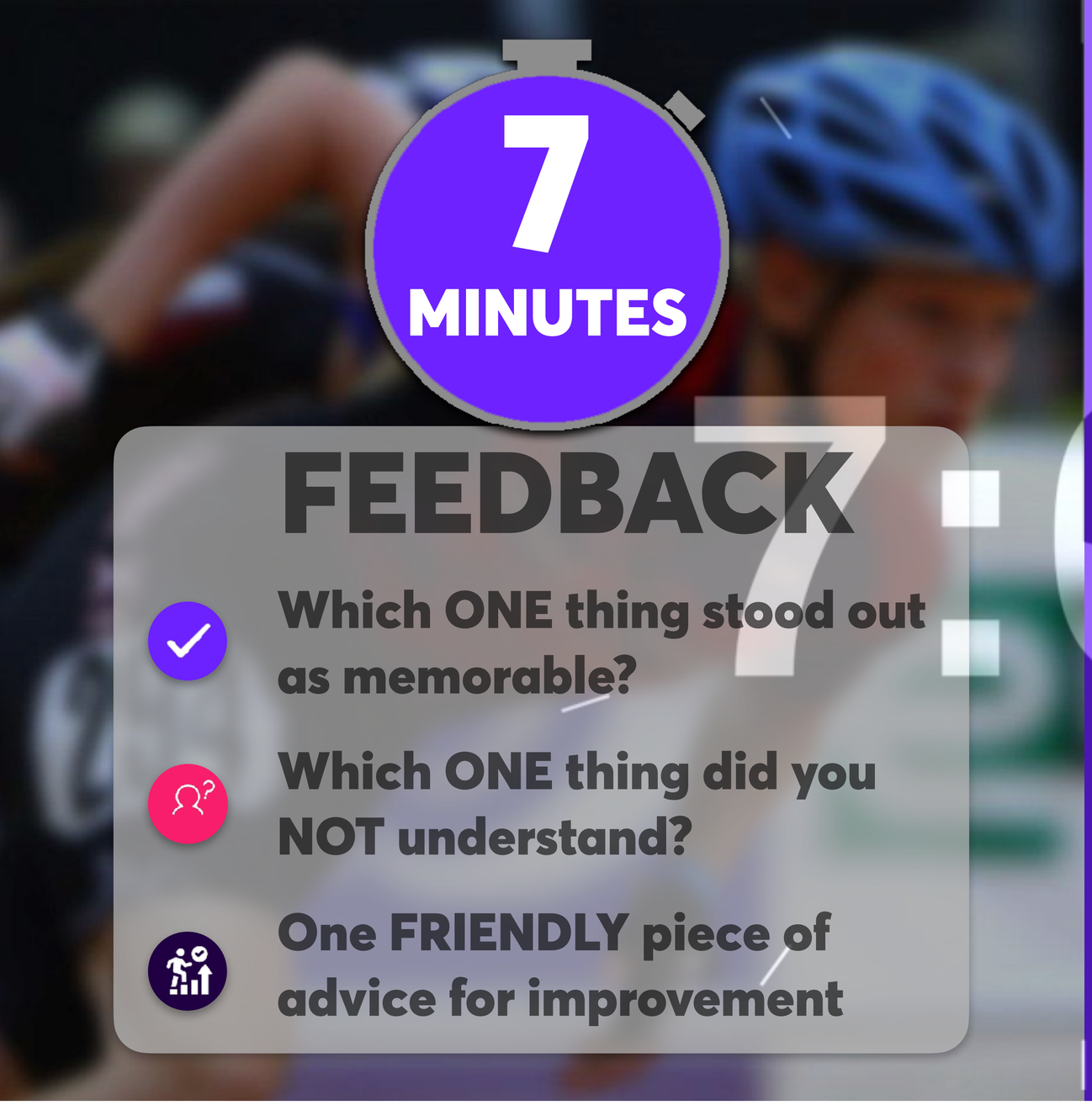
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



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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


TOOLS


Prepare you for
ANY TIME-PRESSURED PITCH

Let's make it

REAL & PRACTICAL



ACTION STEP

Write down the
the next important presentation
you have coming up

and one sentence on
WHO you will pitch it to

Important Presentation =
a meeting when you need to
persuade someone to
take action



ACTION STEP

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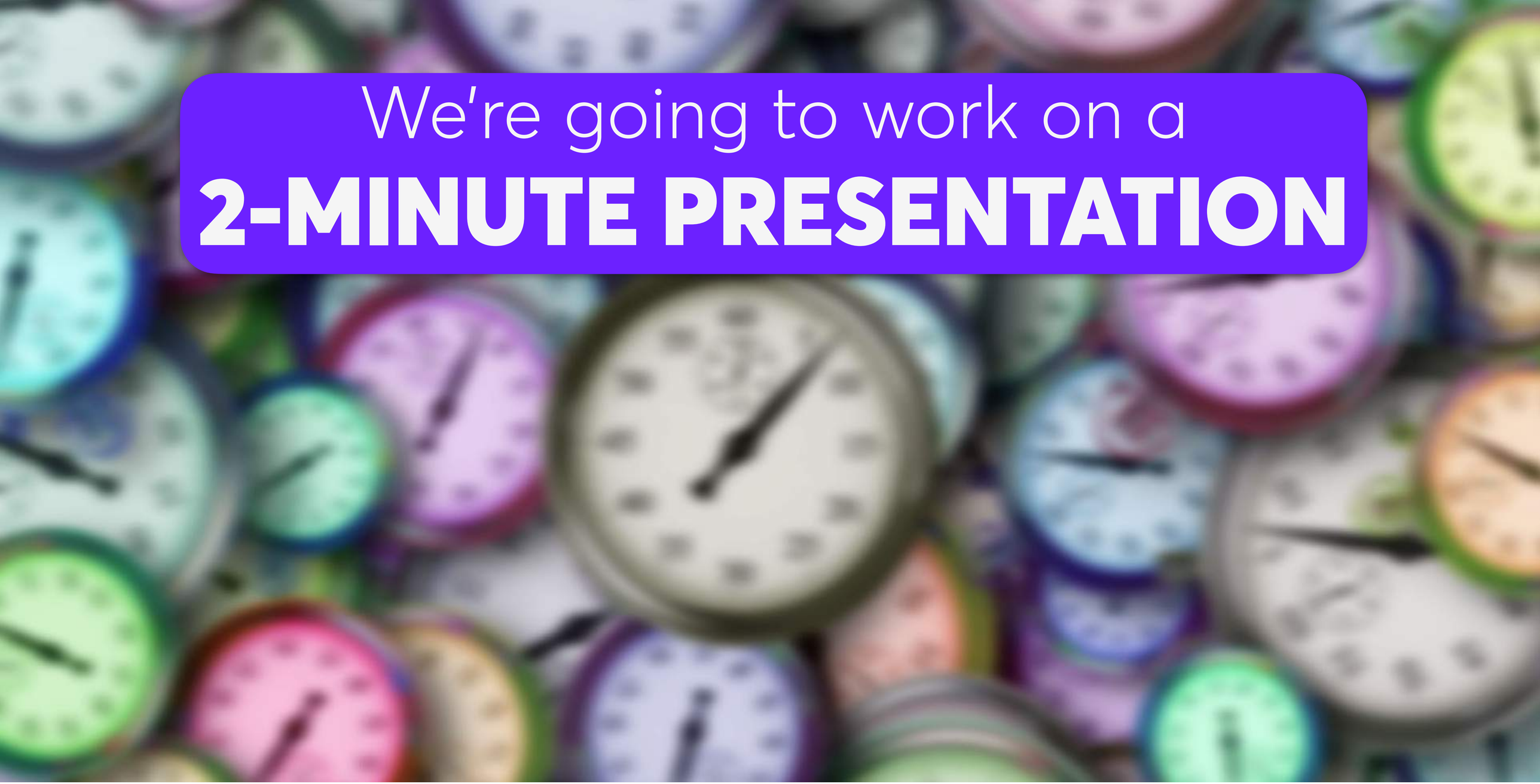
We're going to work on a
2-MINUTE PRESENTATION


TOOLS

How do we usually create

A NEW PRSENTATION?



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



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



Make a profile of your Audience
General Edition

Best 3 Minutes

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

What's their biggest challenge right now? If you ask them what's on their mind, what will they answer?

Are they conservative or innovative? Do they want to change the world, or just want to make things a bit better?

Are they technical, and want to know how it works? Or less technical and just want to know what it can do for people?

Are they creative, or more focused on numbers and data? This changes the focus and language of what you will tell.

Are they only interested in money? And if yes, is it cost saving, or growth, or profitability?

What do they already know about your offer? Make sure you don't spend too much time going over old ground – use their precious time to focus on the new stuff.

What might be their Biggest Objection? What's the reason they might say, "This will never work because..."?

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Make a profile of your audience

Fillable pdf downloads available

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WHAT'S YOUR OBJECTIVE?

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

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

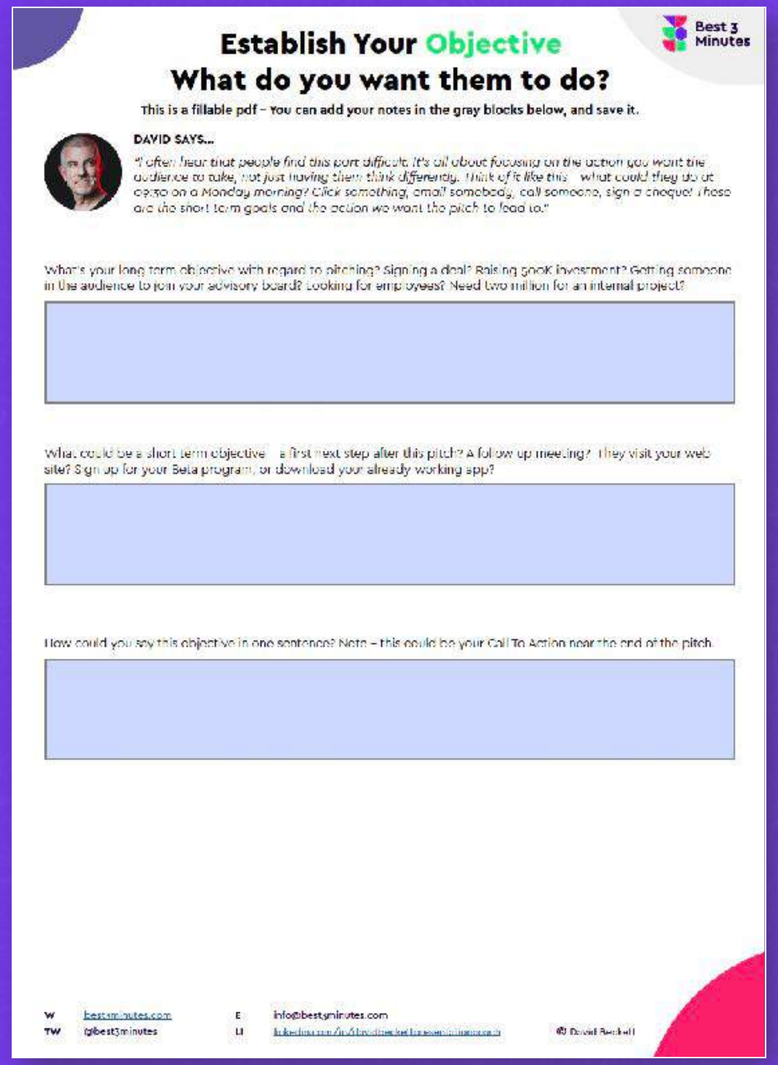
Provide **introductions**

Assign **resources**

Plan a **follow-up** meeting

Commit to **feedback**

Agree to a **pilot**



Best 3 Minutes

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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Write down your Objective

Fillable pdf download available

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Which topics should be in **YOUR STORYLINE?**





Let's focus on

5 KEY TOPICS

THE PAIN



THE PRODUCT



WHAT'S IN IT FOR THEM



PROOF/TRACK RECORD



THE ASK



WHY YOU?





PAIN

What is the **problem** you solve?

The **Why** of the product/project/ proposition



PAIN

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



PAIN

"We need to move our 6 data systems into one combined system"



PAIN

"Every day, I travel 1 hour by train…"



PAIN

"**Every day** I travel **1 hour** by train…"

I waste **3 hours** per week

Over **100 people** struggling with the same problem

Costing the company **13,000 hours every year** - and **hundreds of thousands of Euros per year**



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Be specific

PUT A NUMBER ON IT

"It wastes a lot of hours"

"They have to make a lot of calls"

"It takes up to **72 hours**"

"They have to make up to **12 calls**"

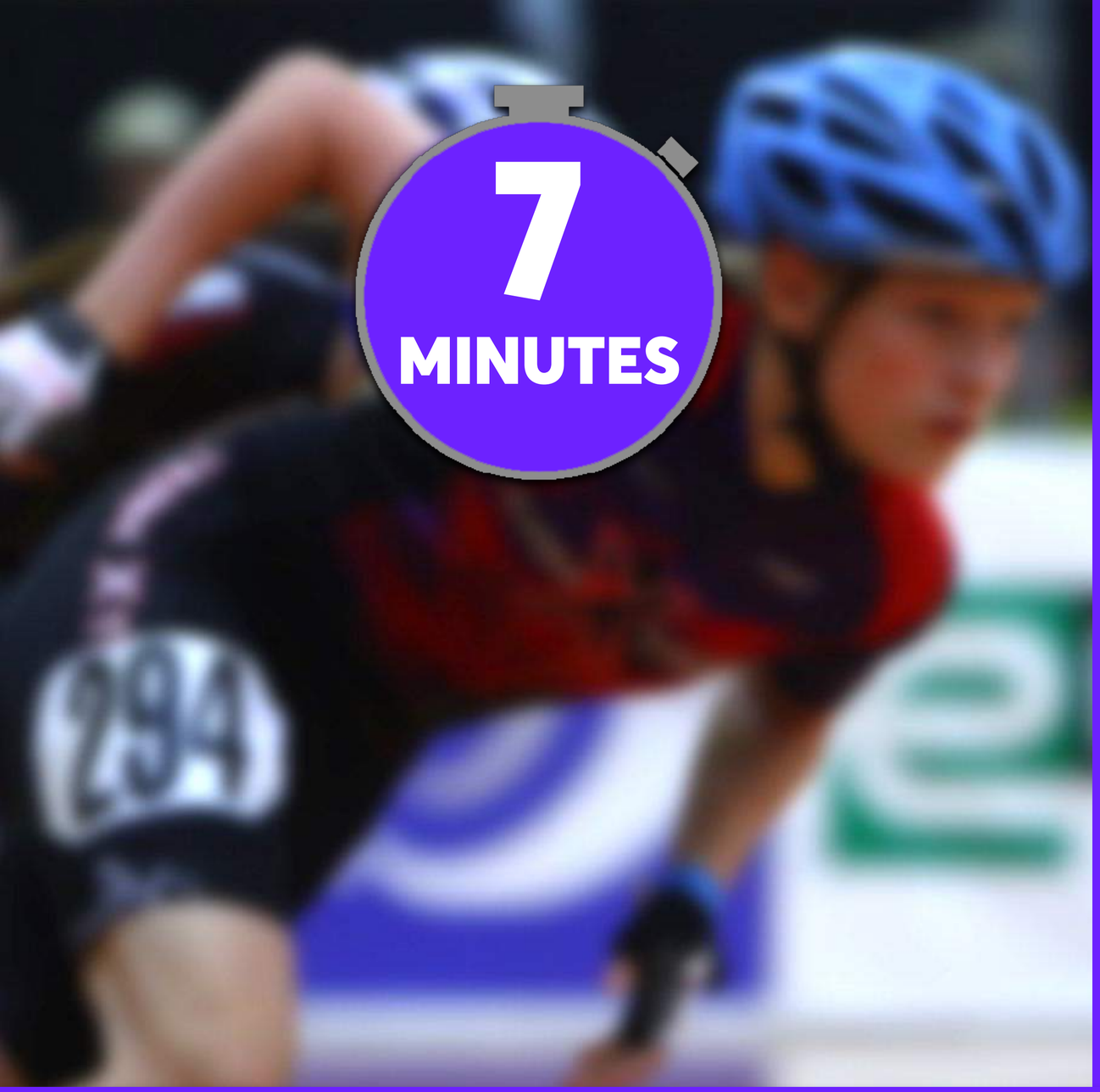
Be specific
PUT A NUMBER ON IT

"Many companies experience data hacks"

"There is too much energy inefficiency"

"**XK** companies had data hacks in the **last 3 years**"

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



ACTION STEP

Brainstorm: write down
at least **7 things** about the **PAIN**

Who are the **customers -** or the **people/ organisations** with the **problem**?

What **problems**
do they face today?

How much time, money, frustration, waste, lost opportunity?

Don't think too much:
just write

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Weekly
Mon
Tue
100% responders
5$ each
84% conversation rate
costs : $42,000
= 7,843 / buyer
89%
Upcoming Campaign
Rev
Profit
cost
Audience Size 10,000
Response Rate → 10%
(expect, how?)
Conversion Rate → 5.3%
average buyer purchase → $14,000



ACTION STEP

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PRODUCT

Project, Proposition, Proposal

How do you **solve** the problem?

What **improves** as a result?

NOTE: **Start** with the **Pain**, then introduce the product



WHAT'S IN IT FOR THEM?

How does your proposition **match** their/ the company's **strategy** and **ambitions?**

How do you help **them** reach **their goals?**



PROOF/VALIDATION TRACK RECORD

How have you **tested?**

Departments/people **on board?**

Past project success?

Rolling out to a wider group?



THE ASK/ RESOURCES

What do you **need** to make it **happen?**

Time? Money?

Resources? Support from other departments?

ONE LAST THING...





WHY YOU?

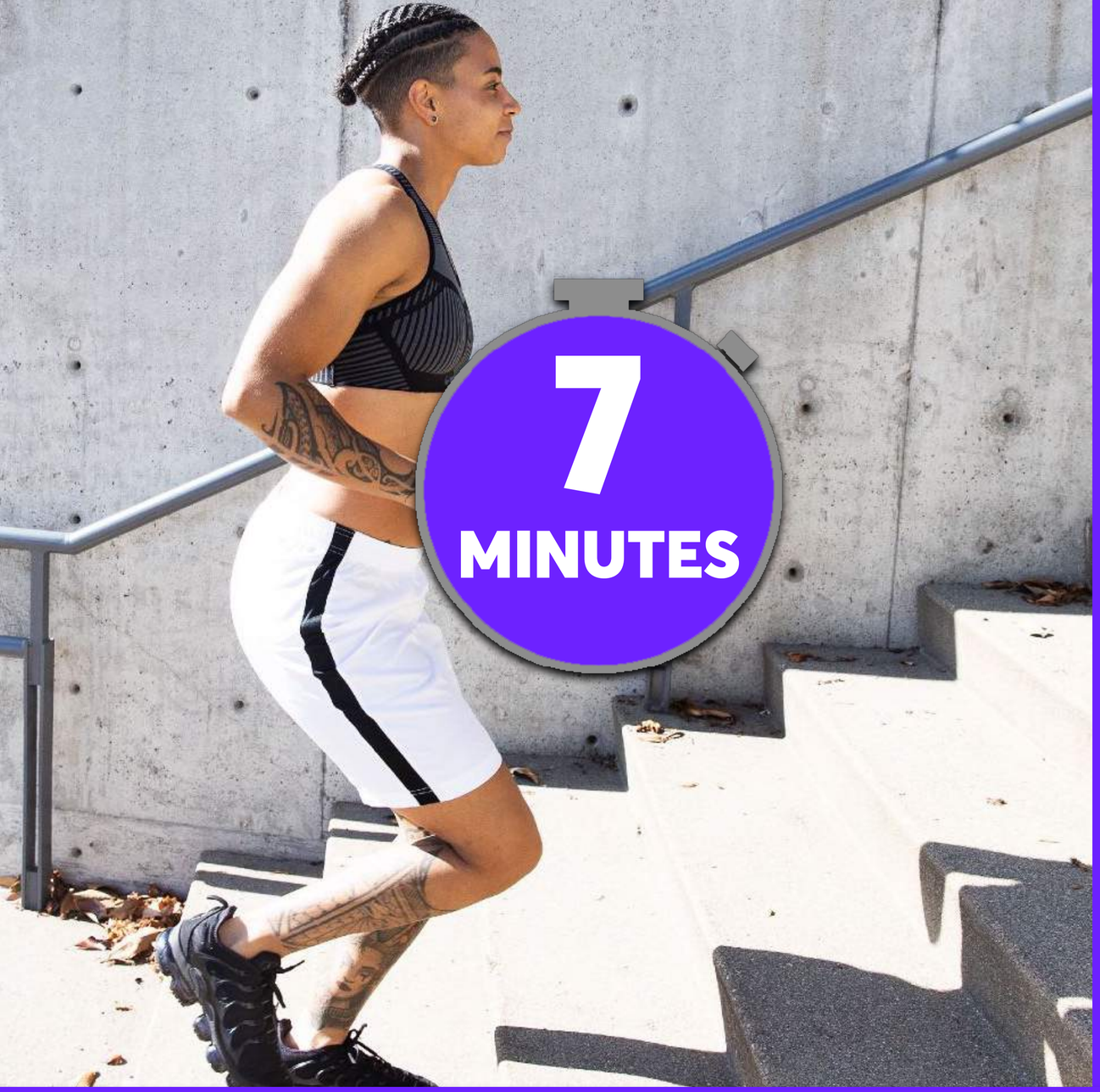
What's your **personal motivation** to offer this proposition?



WHY YOU?

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

Your **Enthusiasm** Counts!



ACTION STEP

Brainstorm: write down at least **3 points** for each of the following;

Product
Track Record/Validation/Proof
What's in it for Them?
The Ask
Why You?

Goal: 2-minute pitch about the overall proposition

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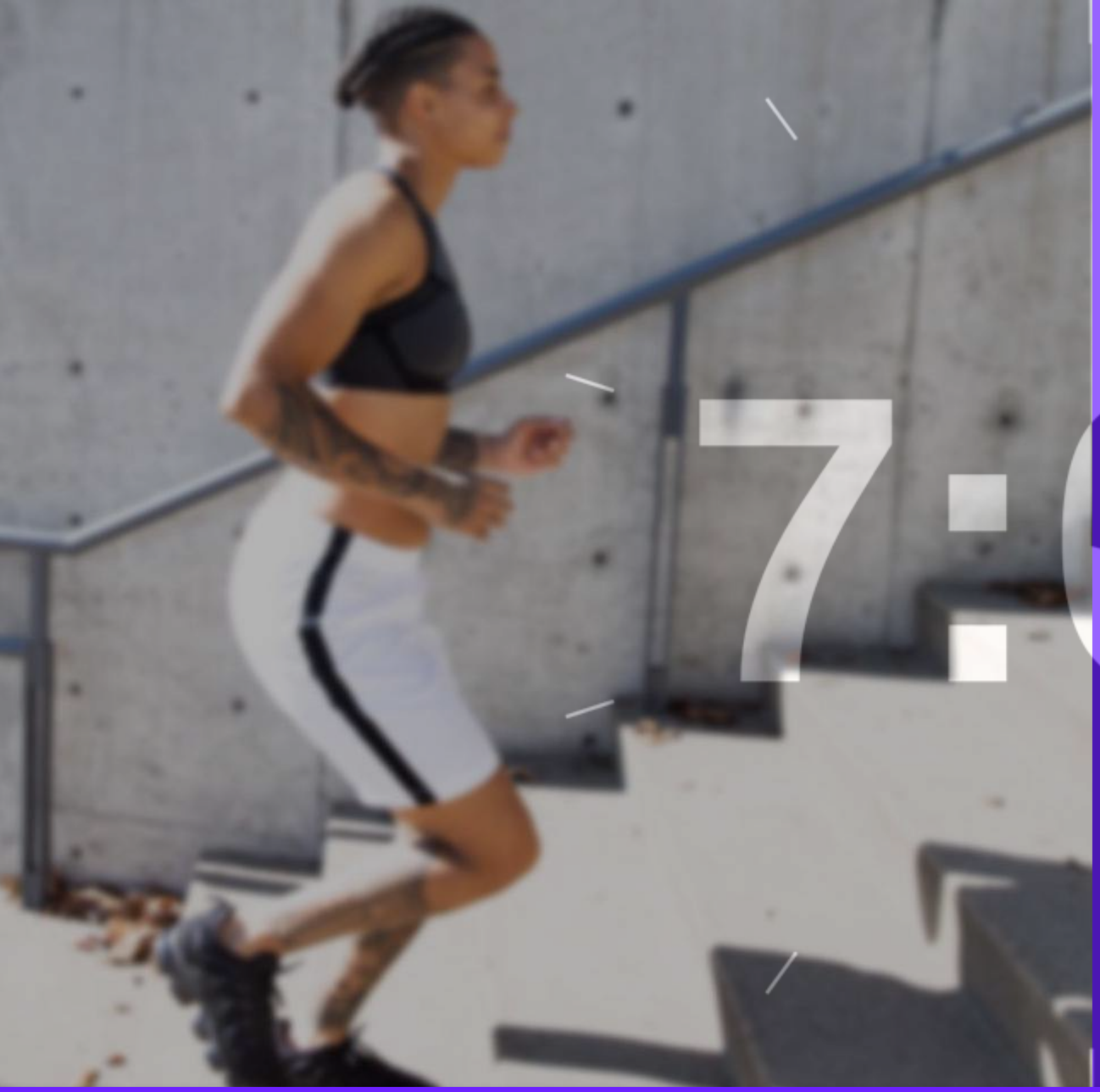

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Why You?

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Let's put the thinking
INTO ACTION!



ACTION STEP

Prepare a **120 Second** presentation
Choose 1-3 points per topic

Pain
Product
Track Record/Validation/Proof
What's in it for Them?
The Ask
Why You?

120 seconds = 18 sentences



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Choose 1-3 points per topic

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Product
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120 seconds = 18 sentences

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Welcome Back!

LET'S MAKE IT REAL!



ACTION STEP

Test your **120 Second** presentation
1-3 points per topic

Pain
Product
Track Record/Validation/Proof
What's in it for Them?
The Ask
Why You?

120 seconds = 18 sentences

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ACTION STEP

Test your **120 Second** presentation
1-3 points per topic

Pain
Product
Track Record/Validation/Proof
What's in it for Them?
The Ask
Why You?

120 seconds = 18 sentences

FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

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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

Making your story

FOCUSED & MEMORABLE


The Power of
THREE

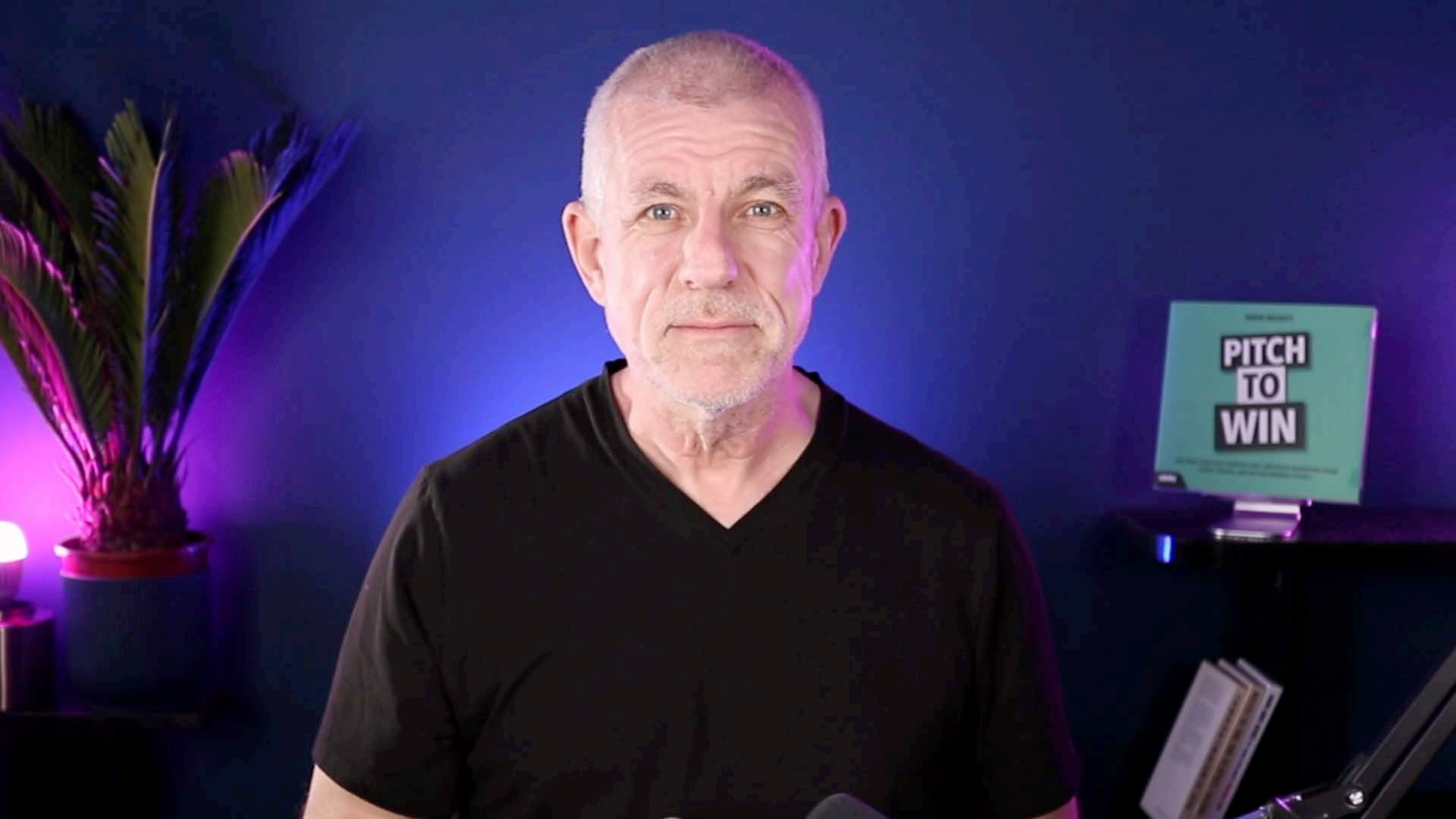
What happens if I say…

“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;

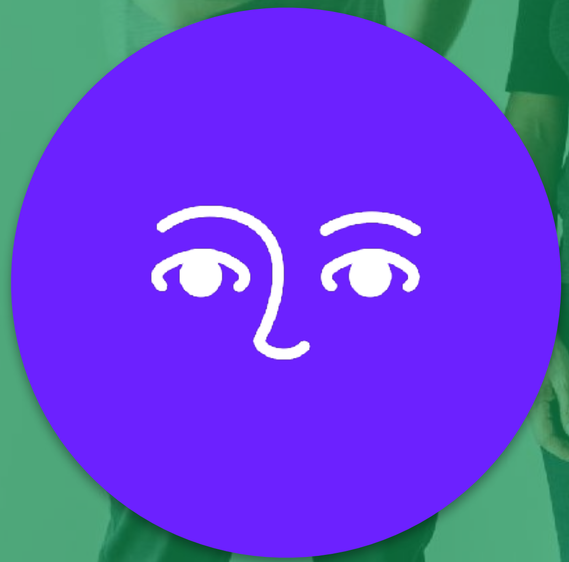
First…

Second…

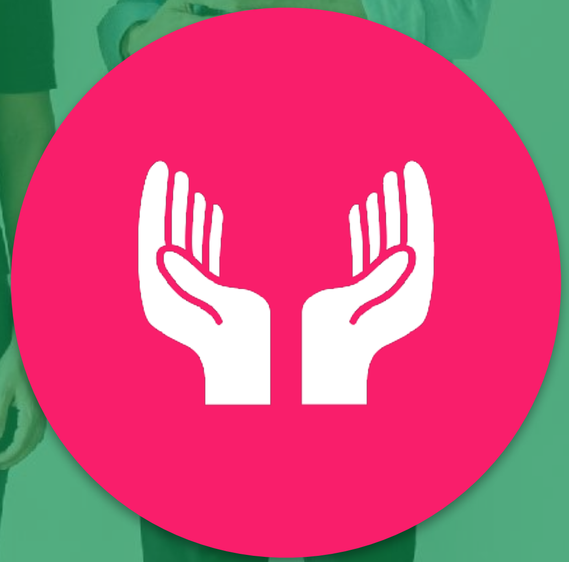
Third…"


Let's talk about
BODY LANGUAGE

The 3 Components of **BODY LANGUAGE**



EYES

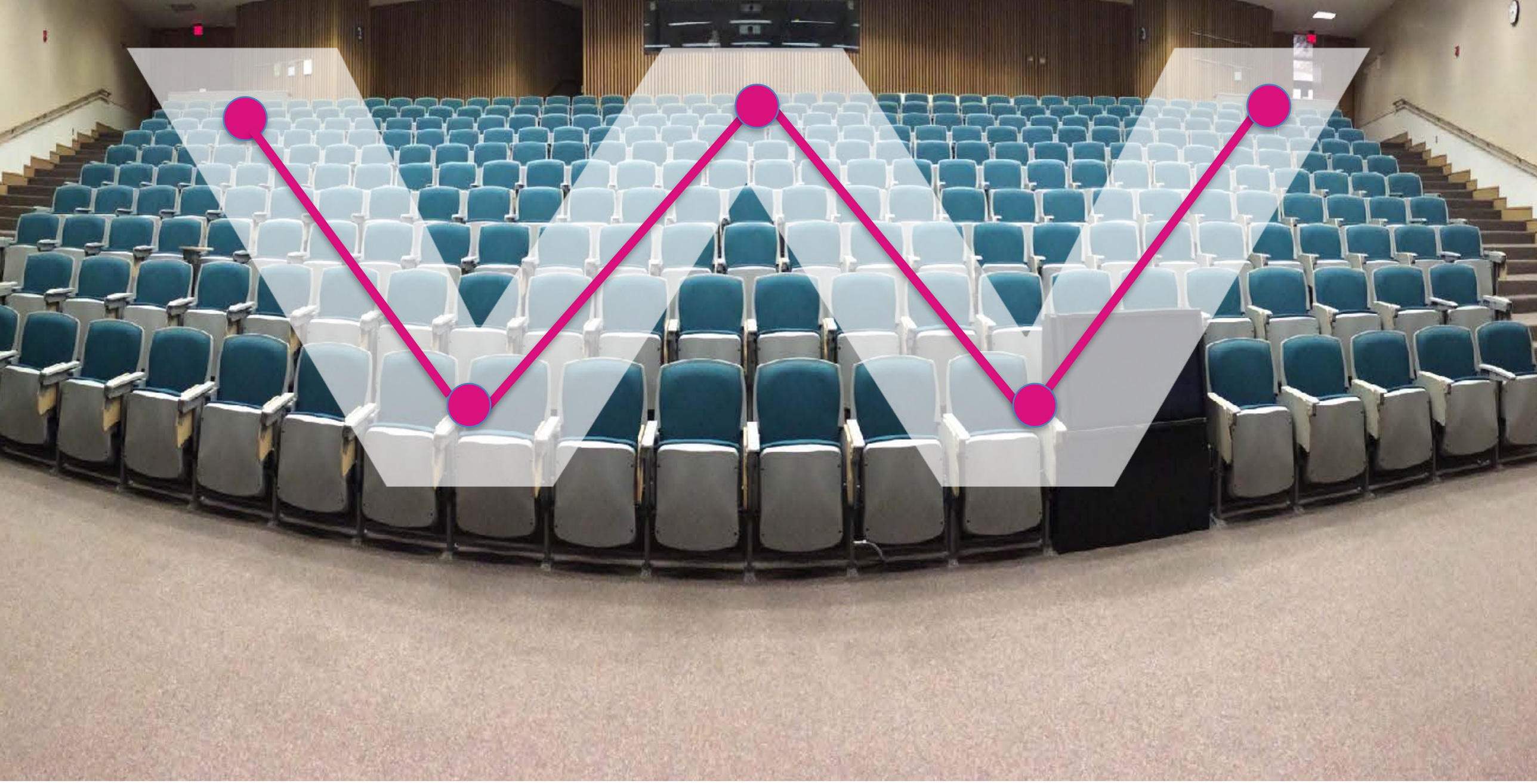


HANDS



LEGS & FEET


Look the audience
IN THE EYE





Use your hands to **EMPHASISE**

Don'ts

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

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

Get used to
HOLDING A CLICKER




I WAS ALSO WATCHING
THE OLYMPICS



Best way to improve body language?

FILM YOURSELF PITCHING



7 MINUTES

Review Each Film Together

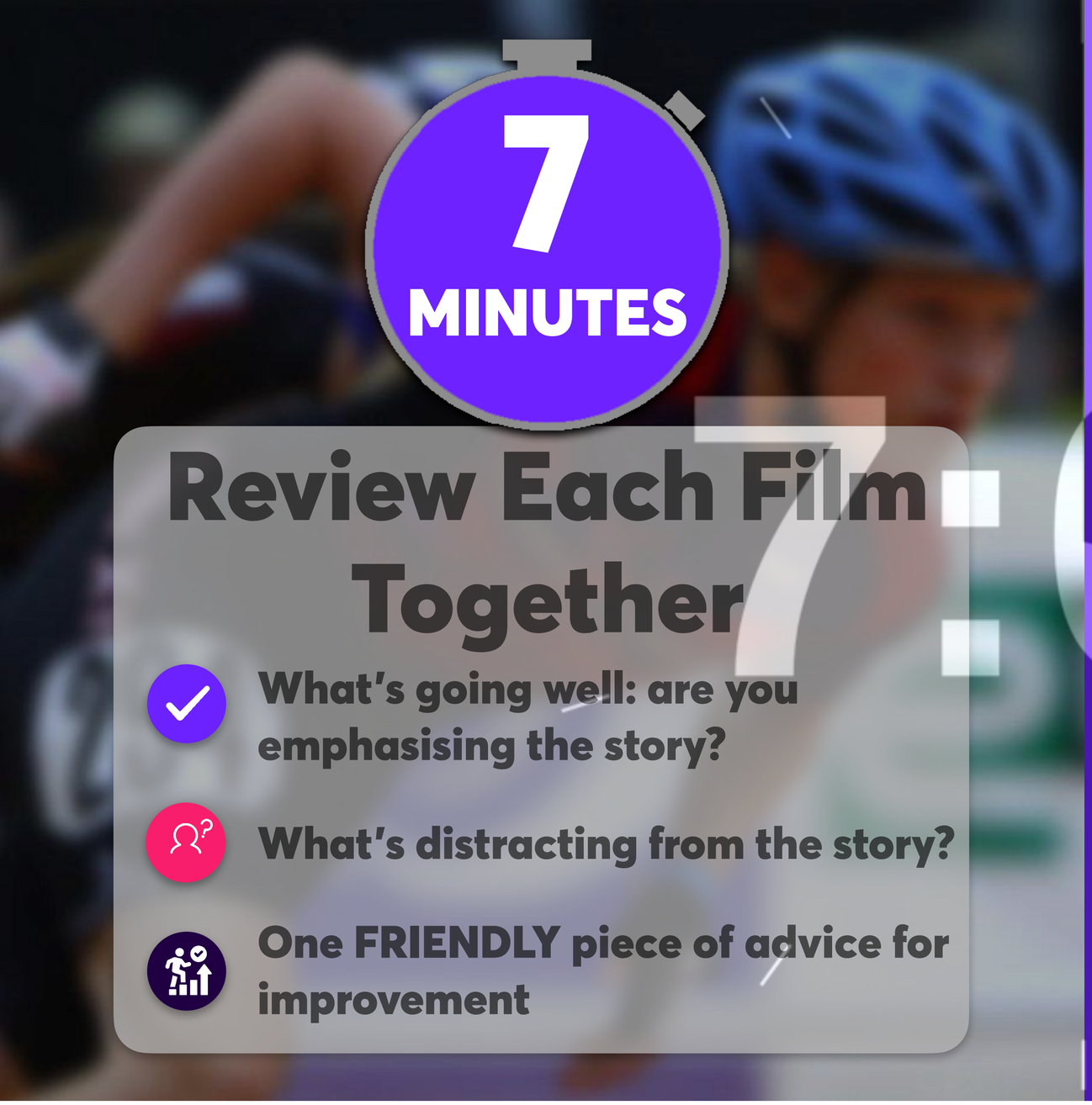
- **What's going well: are you emphasising the story?**
- **What's distracting from the story?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

In Pairs: Test & Film
your Handshake Pitch:
(Remember? 25 seconds, 4 sentences)

Focusing on

Hand Gestures



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Focusing on

Hand Gestures

7 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**


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



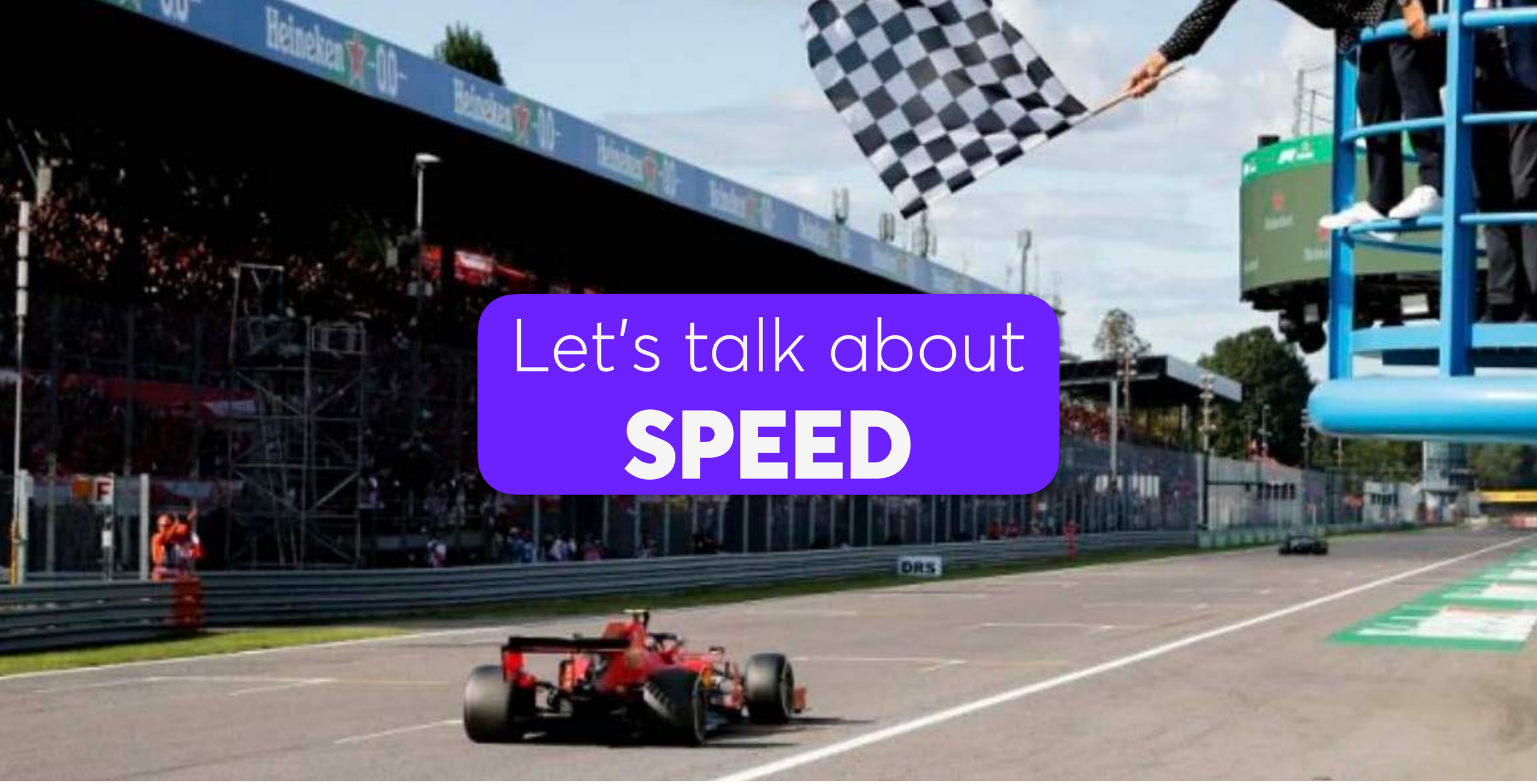
AIR in-between each **separate** piece of information




Give some **AIR** around
THE IMPORTANT POINTS

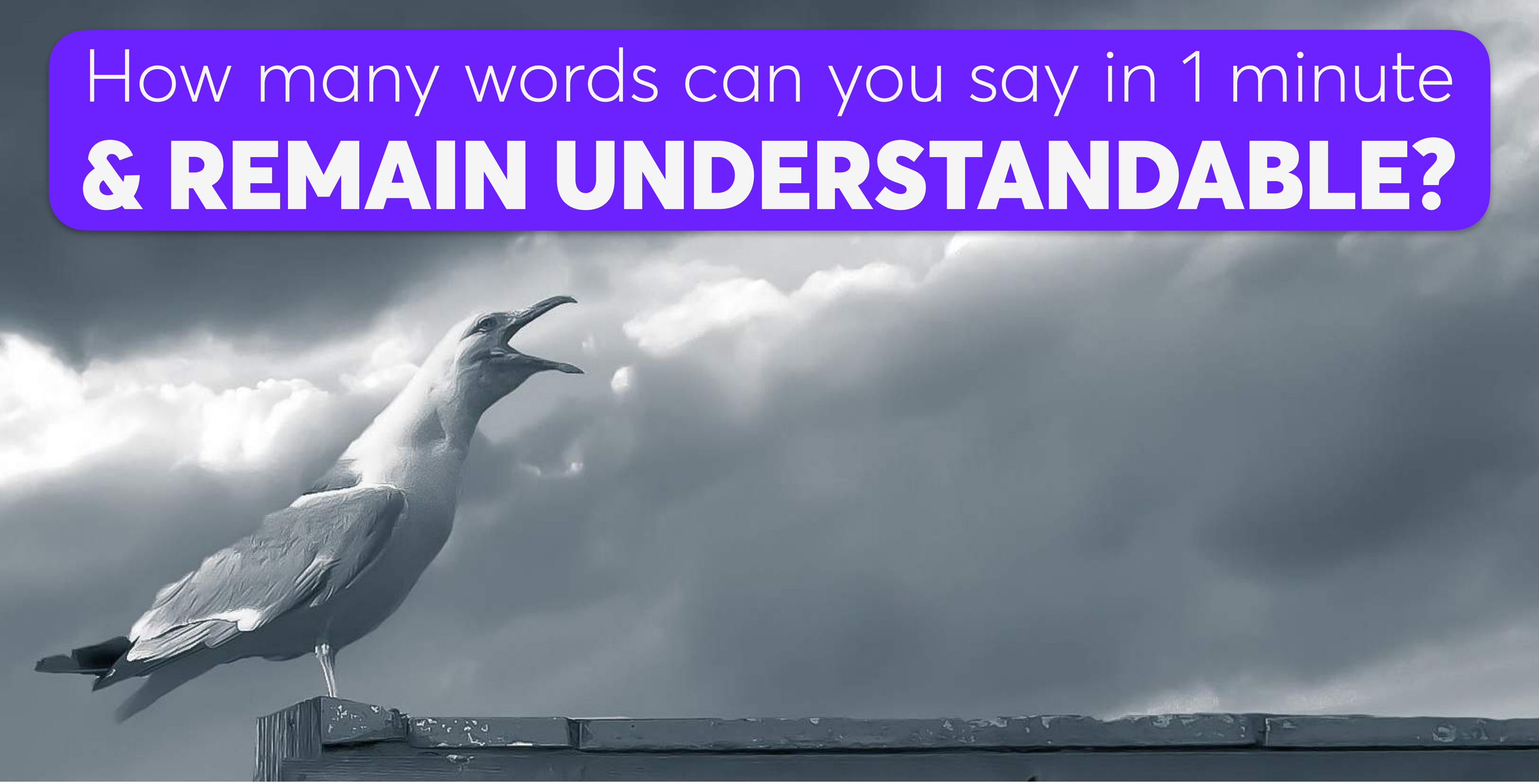


The **No.2** Reason why
PEOPLE GET CONFUSED

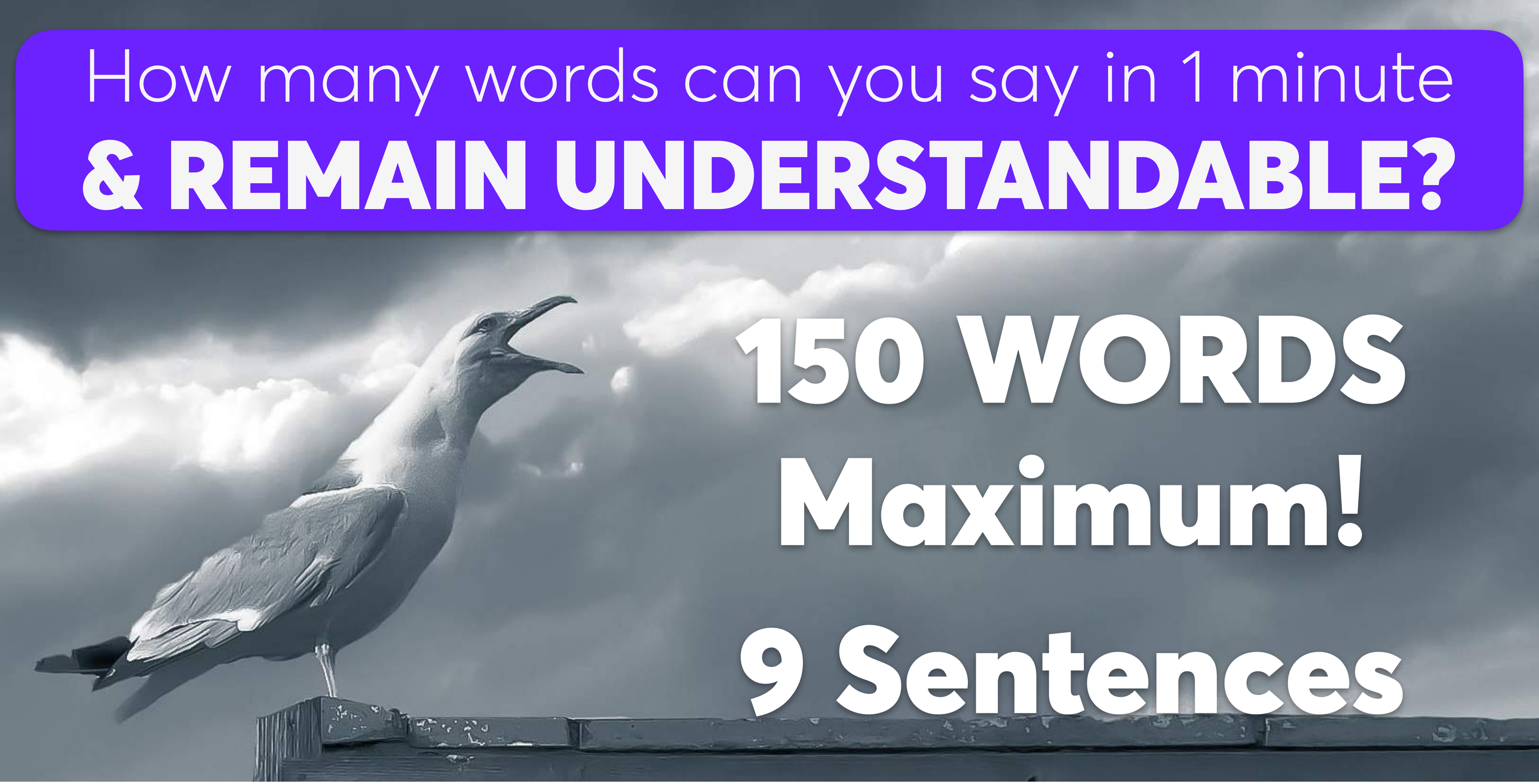


Let's talk about **SPEED**

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 VOICE?
FILM YOURSELF PITCHING



ACTION STEP

In Pairs: Test & Film your Handshake Intro:

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?
- What's distracting from the story?
- One FRIENDLY piece of advice for improvement

ACTION STEP

In Pairs: Test & Film your Handshake Intro:

Focusing on

Speed - not too fast

Air - around the key information



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



Finish your presentation

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!


KEEP
CALM
AND
PITCH



Manage your
PUBLIC SPEAKING 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







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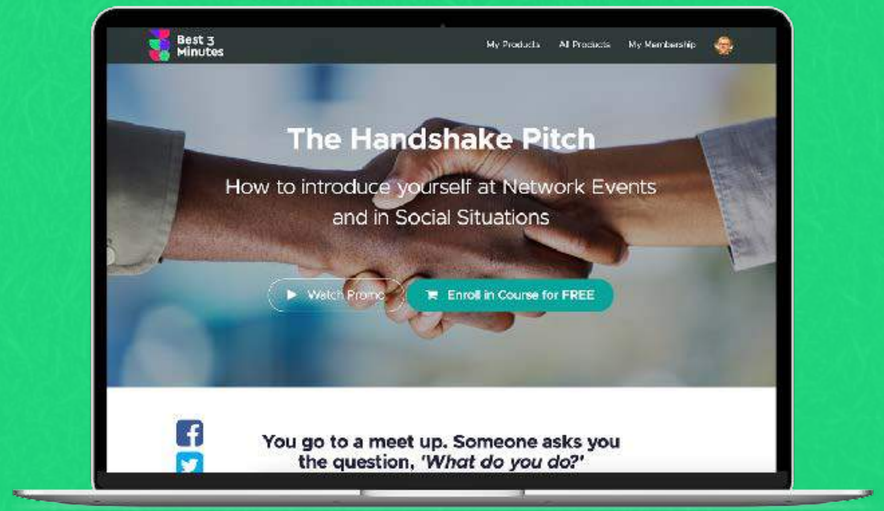

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