

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

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Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION



33 Countries

TRAINED 41,000+ PEOPLE











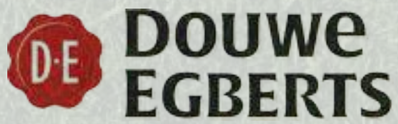







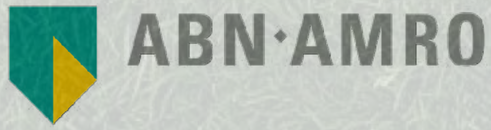






We are all trying to
CONVINCE BUSY PEOPLE

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 one other person

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

No Other Instructions

LET'S DO IT!



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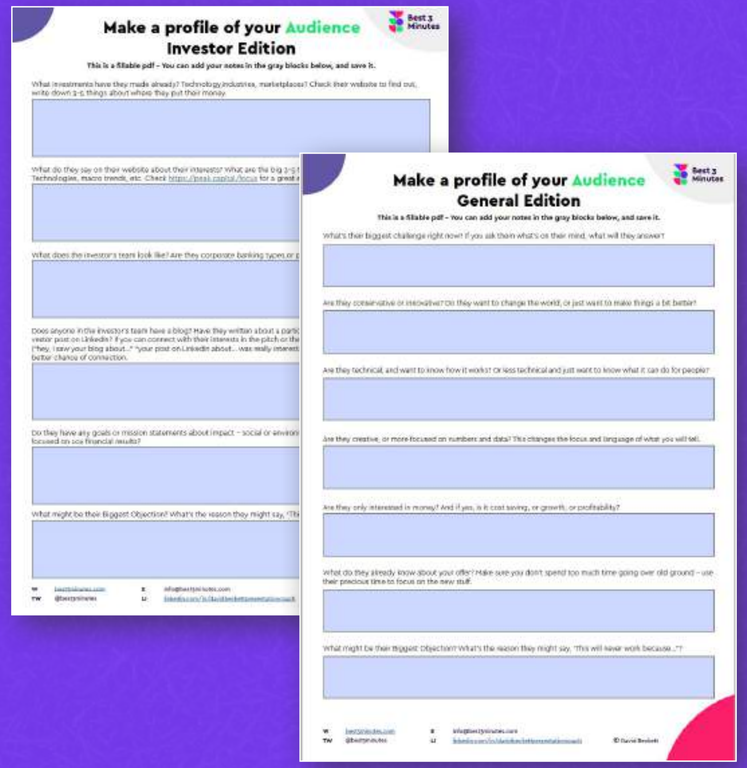
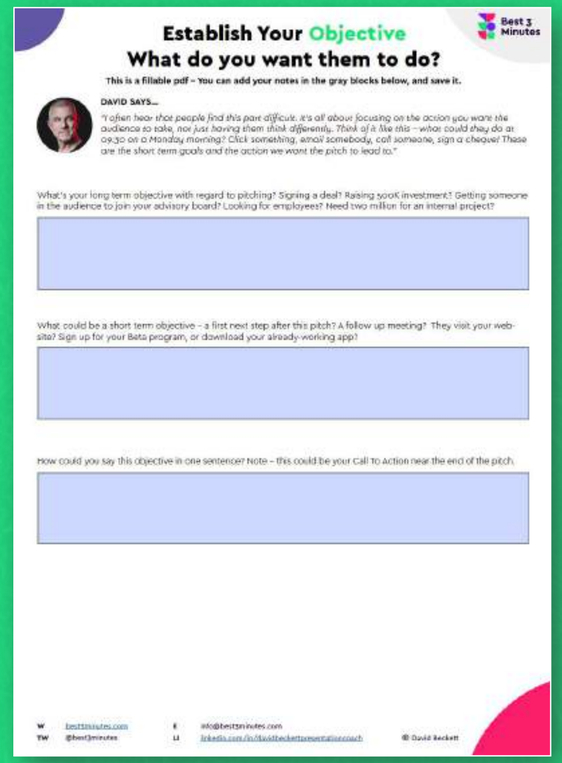
Who are we pitching to?

Why are we pitching?

What should we pitch?



Make a profile of your Audience



Establish your Objective

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TOOLS

The most frequent pitch
YOU WILL EVER MAKE




2




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


The Question...
"WHAT DO YOU [redacted]"
"WHAT DO YOU SOLVE?"


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

The basis of
ANY GREAT PITCH



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



They understand **EVERYTHING...?**

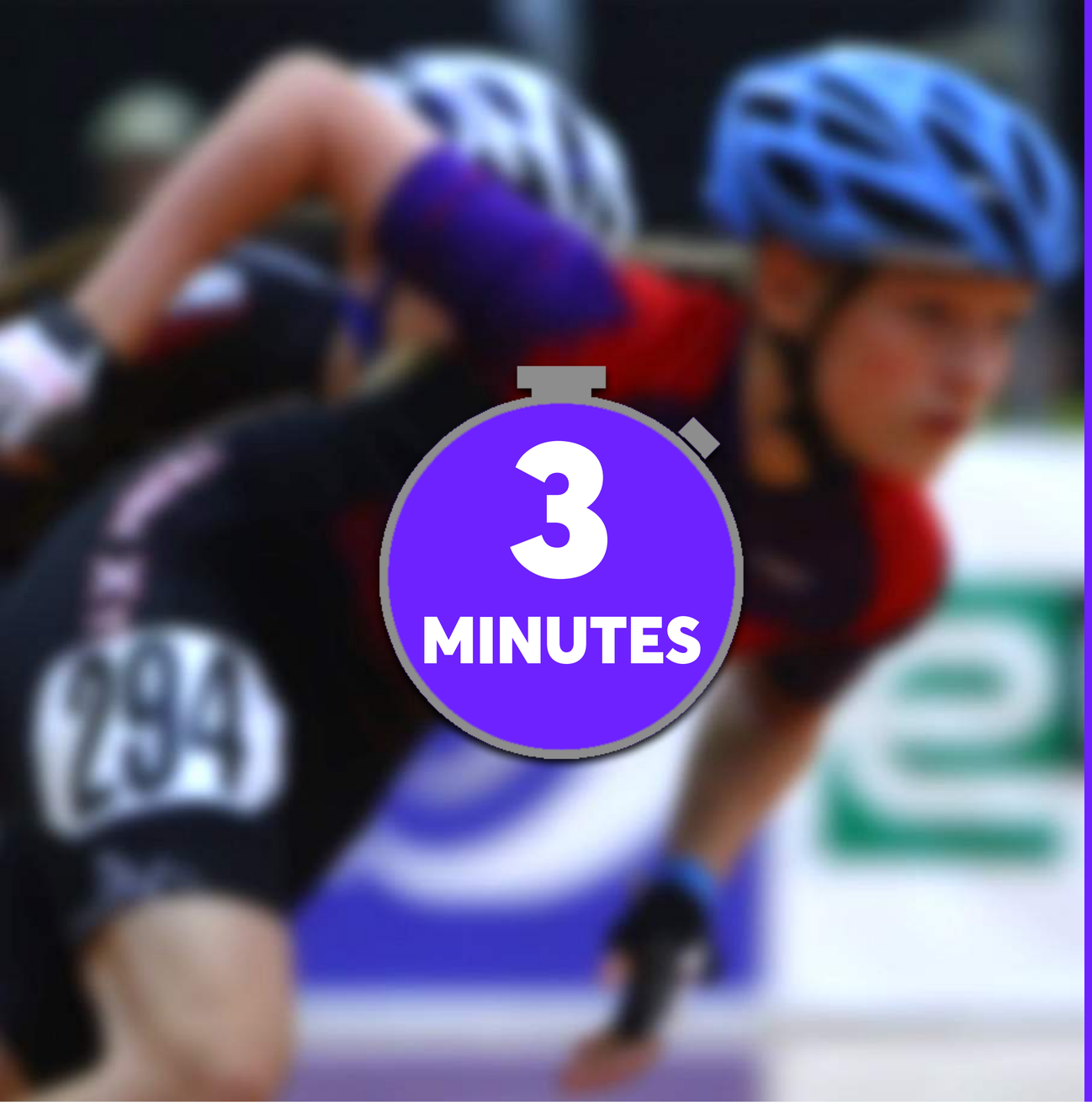
The basis of
ANY GREAT PITCH



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

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What kinds of **customers**?

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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:

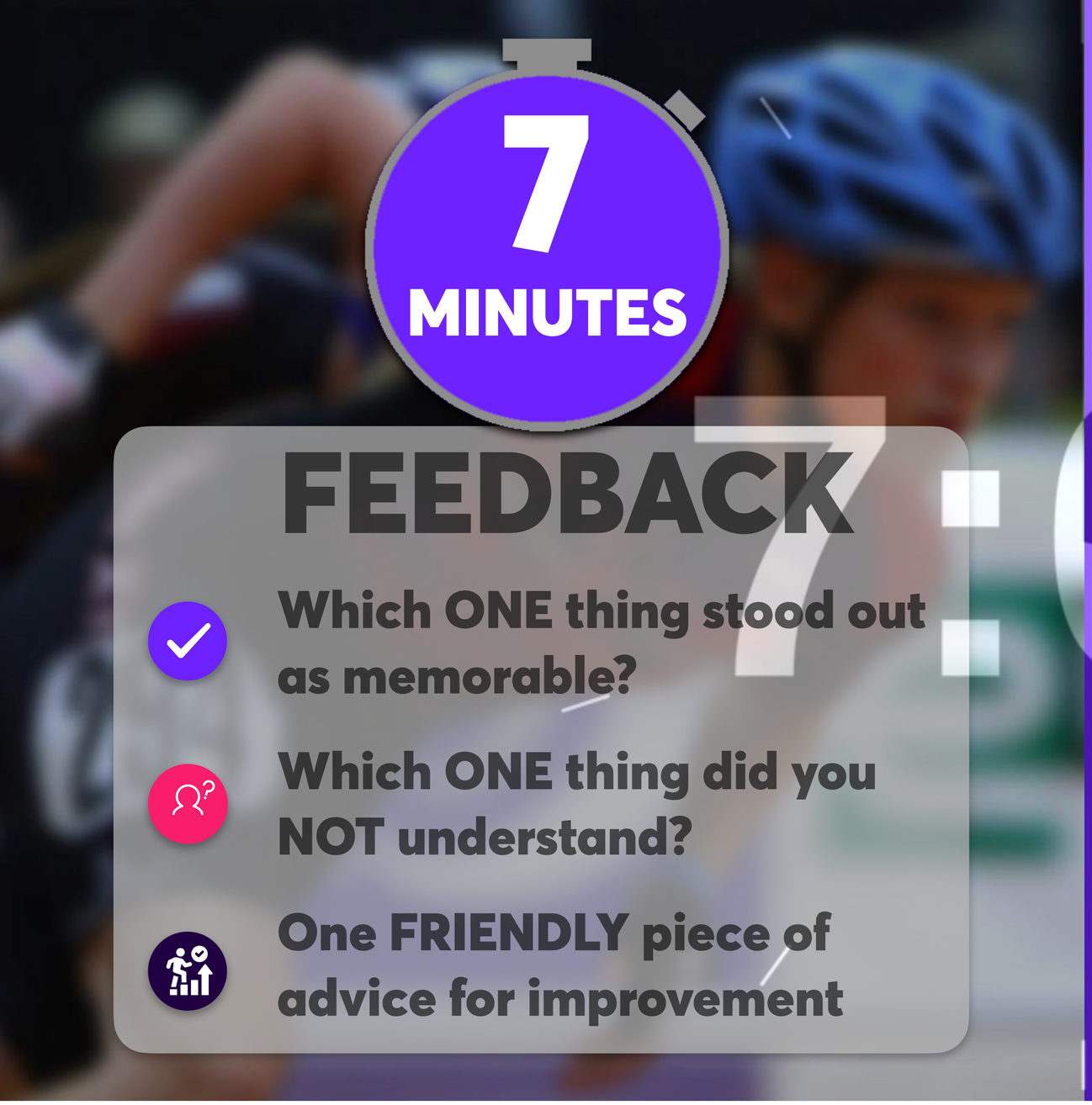
25 seconds, 4 sentences

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?



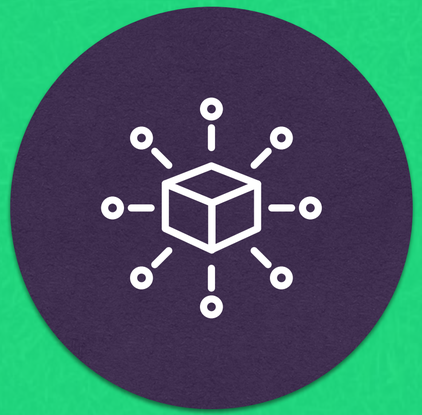
Friendly advice for improvement


TOOLS

What goes wrong in the first
2 MINUTES OF A PITCH MEETING?



Too Much History



Too Much Product



Too Long Story

What happens in the **FIRST 2 MINUTES?**

I put the company into one of **3 mental buckets...**



EXCITING!

Tell me more!



MAYBE..

Let's see…



NO!

Not for me

You can fix what goes wrong in

FIRST 2 MINUTES



Give them your BEST STUFF in the first 2 Minutes

Tell them the things
CUSTOMERS WANT TO KNOW



You understand
their **Pain**



Your **Unique**
Product delivers
Specific Results



Track Record & Proof
Customer Success
& Results

Tell them the things

CUSTOMERS WANT TO KNOW







And tell them **QUICK!**

You understand their Pain

Unique Product Delivers Specific Results

Track Record; Proof; Customer Success/ Results


STRUCTURING YOUR
NEXT PITCH MEETING

How we usually **plan** a 30-Minute Meeting

Pitch	Q&A
20 Mins	**10 Mins**

The **reality** of how it actually goes!

Tech	Pitch	Q&A
3 Mins	**25 Mins**	**5 Mins**

A **Better Plan** for a 30-Minute Meeting

Tech	Pitch	Q&A	Next Steps
3 Mins	**3-5 Mins**	**15 Mins**	**5 Mins**

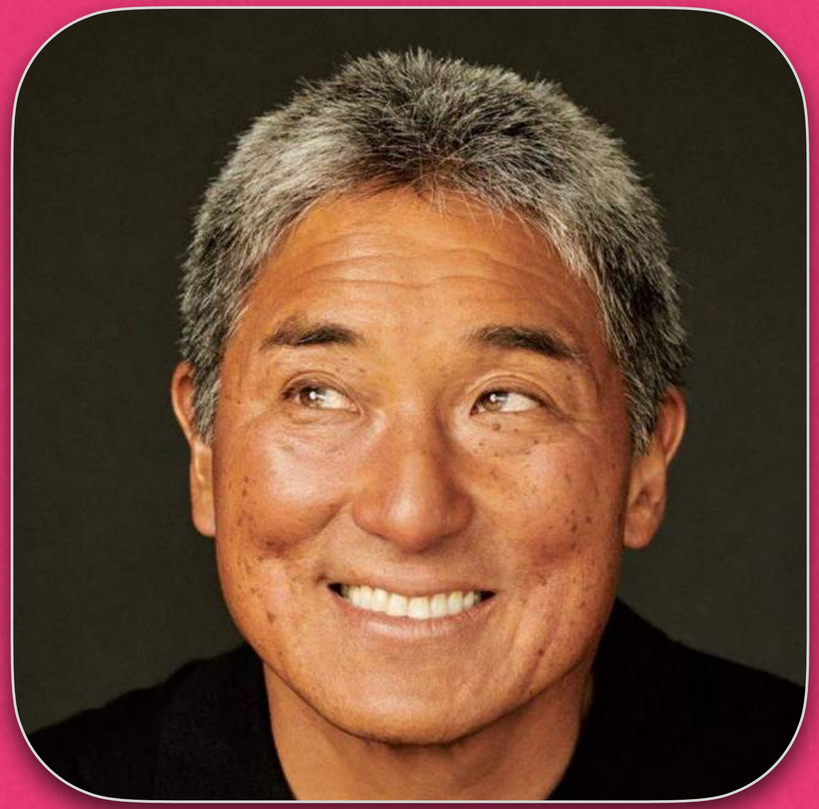
Ask the magic question… 🪄

What would you like to know more about?


TOOLS

How do you pitch

IN AN EMAIL?



Guy Kawasaki



The 5-Sentence Email

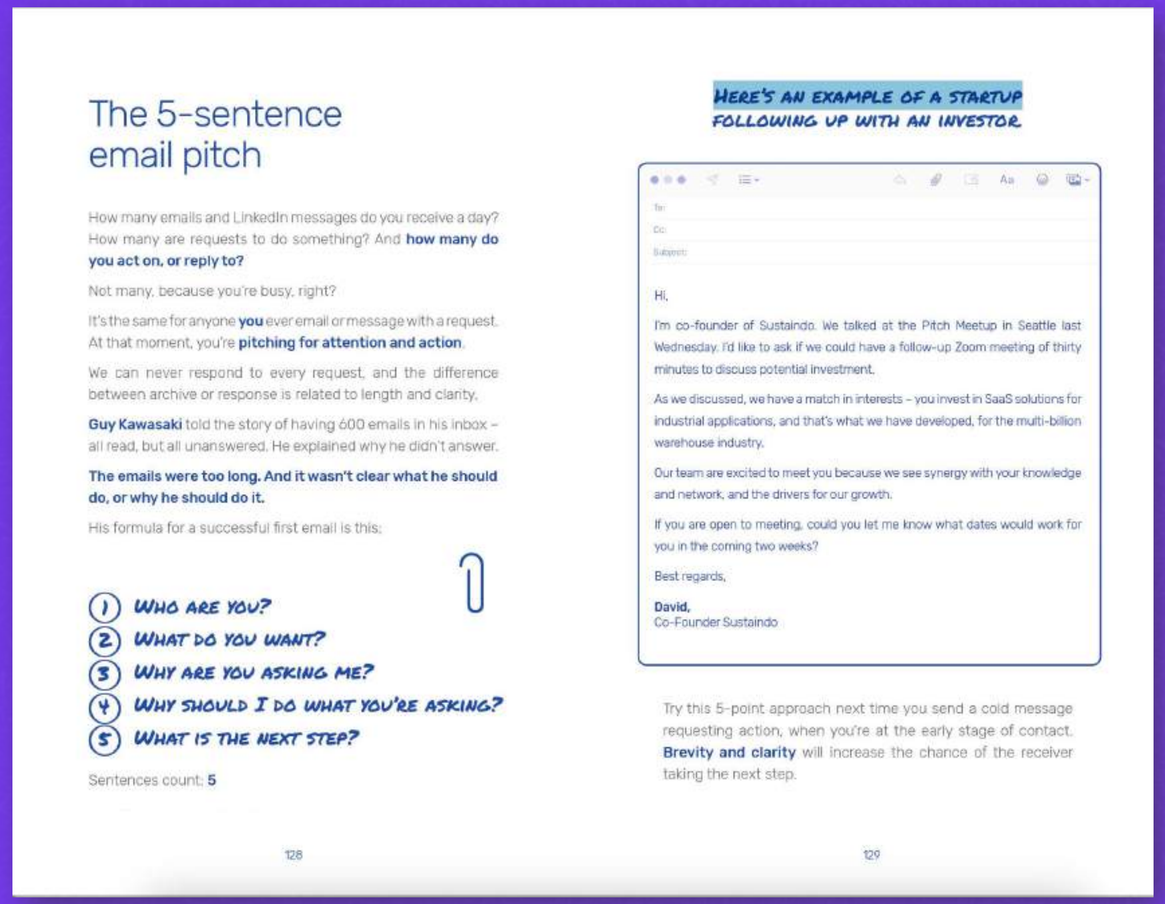
Who are you?

What do you want?

Why are you asking me?

Why should I do what you're asking?

What is the next step?



The 5-sentence email pitch

How many emails and LinkedIn messages do you receive a day? How many are requests to do something? And **how many do you act on, or reply to?**

Not many, because you're busy, right?

It's the same for anyone **you** ever email or message with a request. At that moment, you're **pitching for attention and action**.

We can never respond to every request, and the difference between archive or response is related to length and clarity.

Guy Kawasaki told the story of having 600 emails in his inbox – all read, but all unanswered. He explained why he didn't answer.

The emails were too long. And it wasn't clear what he should do, or why he should do it.

His formula for a successful first email is this:

1. WHO ARE YOU?
2. WHAT DO YOU WANT?
3. WHY ARE YOU ASKING ME?
4. WHY SHOULD I DO WHAT YOU'RE ASKING?
5. WHAT IS THE NEXT STEP?

Sentences count: **5**

128

HERE'S AN EXAMPLE OF A STARTUP FOLLOWING UP WITH AN INVESTOR

To:
Cc:
Subject:

Hi,

I'm co-founder of Sustaindo. We talked at the Pitch Meetup in Seattle last Wednesday. I'd like to ask if we could have a follow-up Zoom meeting of thirty minutes to discuss potential investment.

As we discussed, we have a match in interests – you invest in SaaS solutions for industrial applications, and that's what we have developed, for the multi-billion warehouse industry.

Our team are excited to meet you because we see synergy with your knowledge and network, and the drivers for our growth.

If you are open to meeting, could you let me know what dates would work for you in the coming two weeks?

Best regards,

David,
Co-Founder Sustaindo

Try this 5-point approach next time you send a cold message requesting action, when you're at the early stage of contact. **Brevity and clarity** will increase the chance of the receiver taking the next step.

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From the book

BLUE MOON PITCH

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Pitch tools and

RESOURCES







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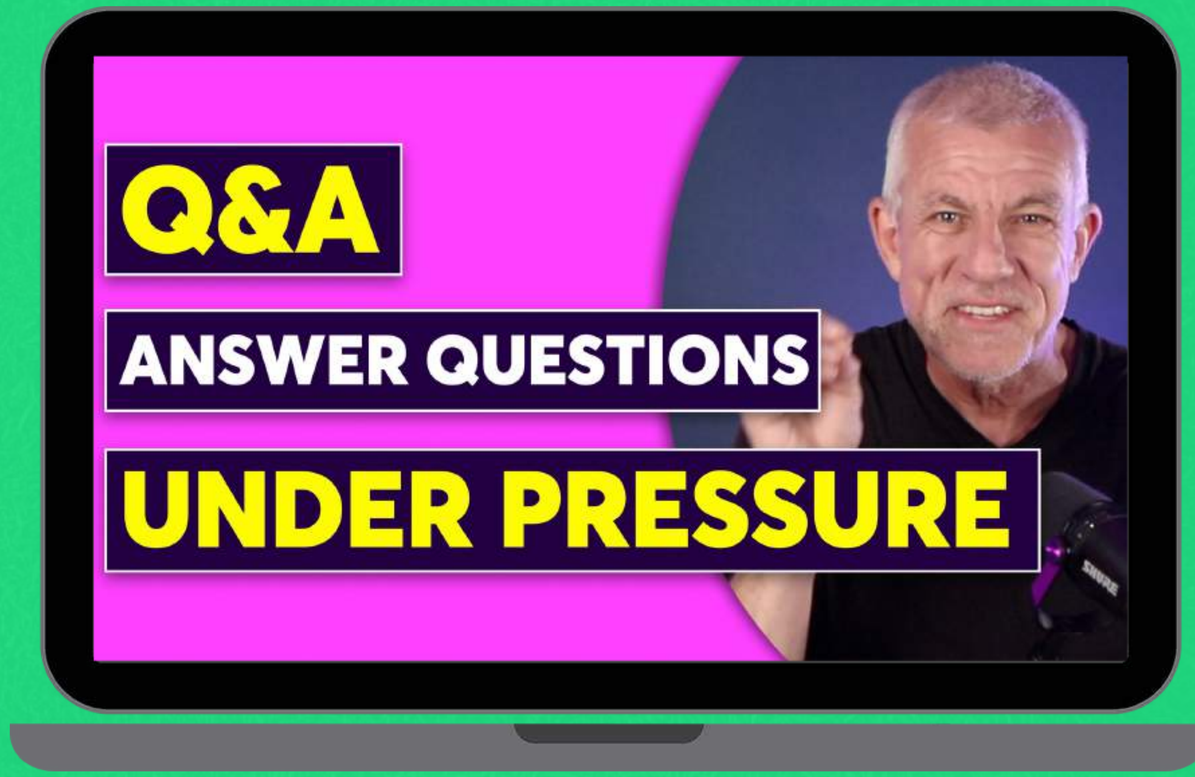
Podcast



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David Beckett

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Most important thing about
any communication is…



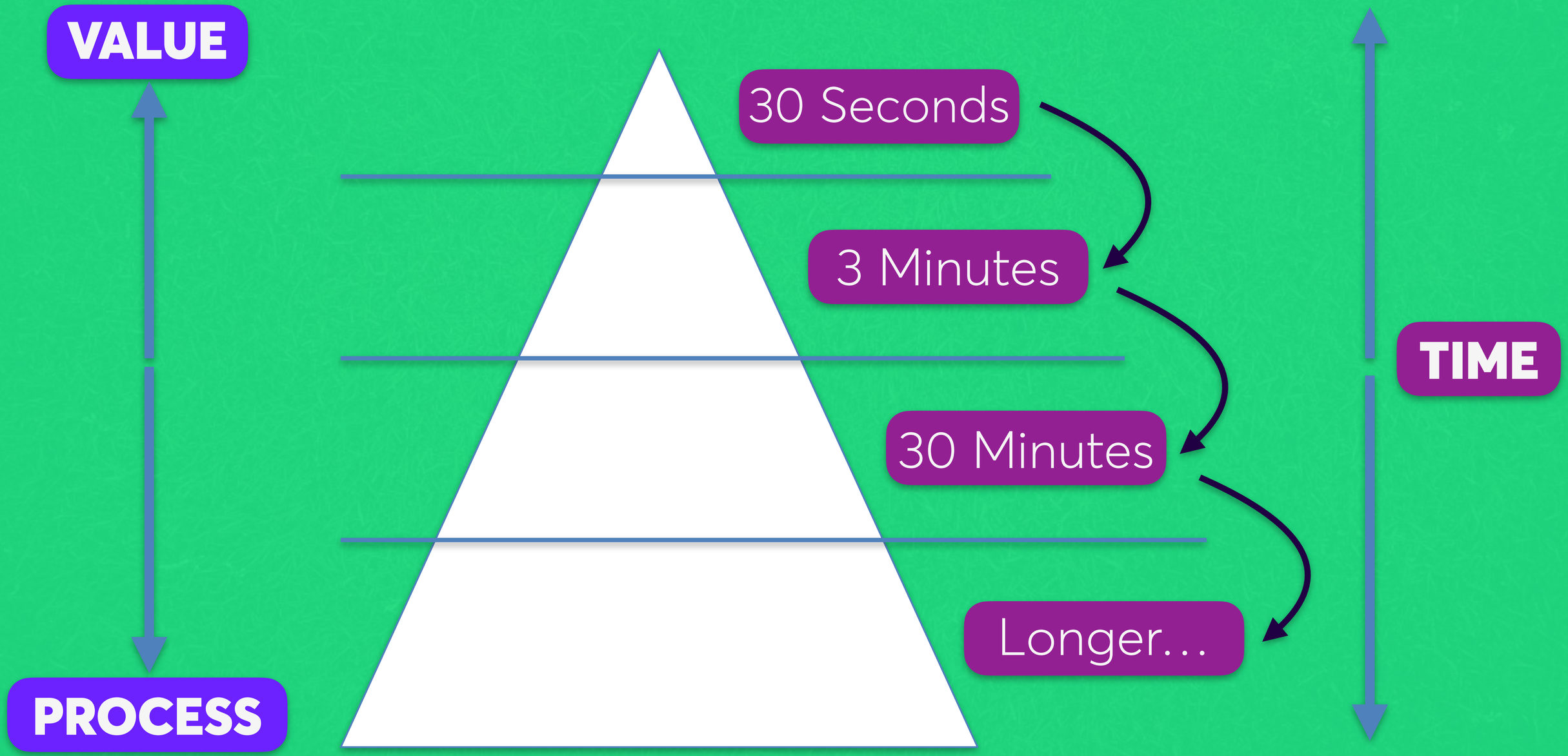
WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do they **KNOW**? (Technical Level)

But almost as important…

The Content We Tell Depends On Time Available



VALUE



What **problem** we solve

Who has the problem

The **improvement** delivered

PROCESS



How we do it

The **process**, **tools** and **technology** we use to deliver the Value



VALUE FIRST PROCESS NEXT

In most cases, our goal is to get the audience to say or think:

"Wow, that's amazing. **HOW** do you do that?"

(except when process is specifically **requested**)

Quantifying and
being **Specific** instead of general
builds **Credibility**

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"

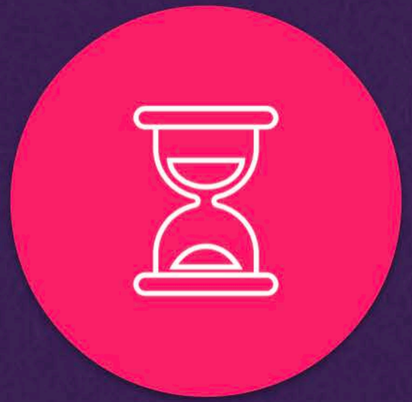
Structuring content helps
build **credibility**;
gives you a **framework**;
helps the audience **follow** your message

3 first steps to become

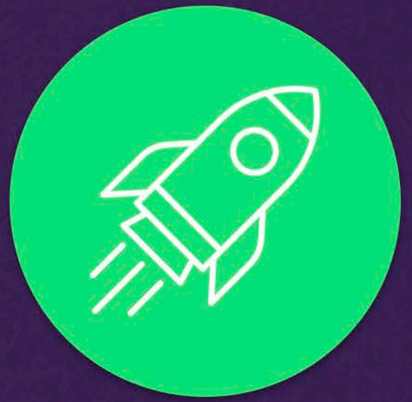
Clear. Measured. Decisive. Direct.



Content & Structure



Way of Telling



Mindset & Nerves

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3 types of structure
THAT REALLY WORK

3

Steps or Topics

2

Options or Viewpoints

1

Big Thing

Also works really well in Q&A


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