

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

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best3minutes.com

Linked in

Best 3 Minutes

Coached 3000+ Startups & Scaleups

RAISED OVER €500MILLION




We are all trying to
CONVINCE BUSY PEOPLE

The Pitcher



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

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!



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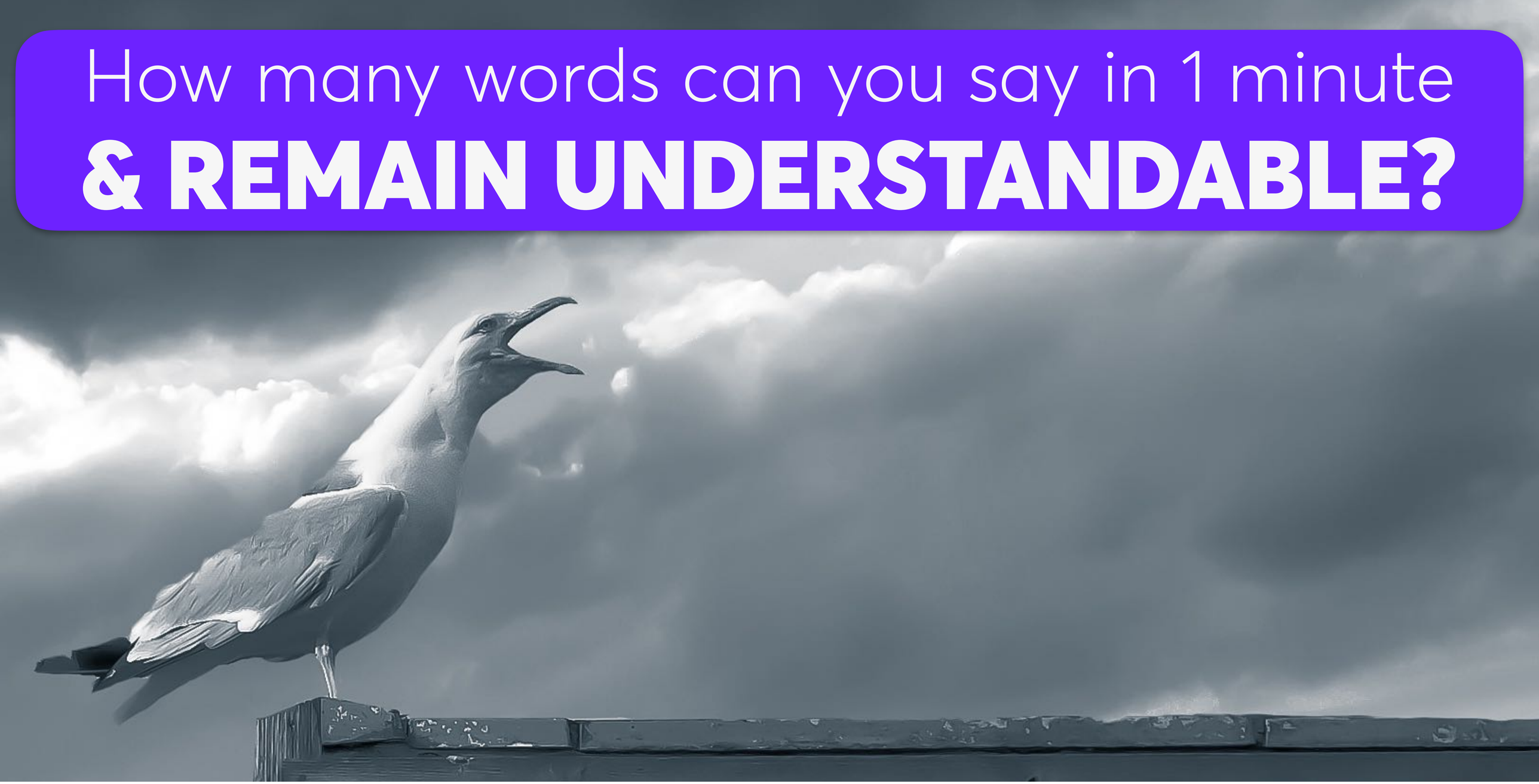
Who are we pitching to?

Why are we pitching?

What should we pitch?


Let's talk about
TIME

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



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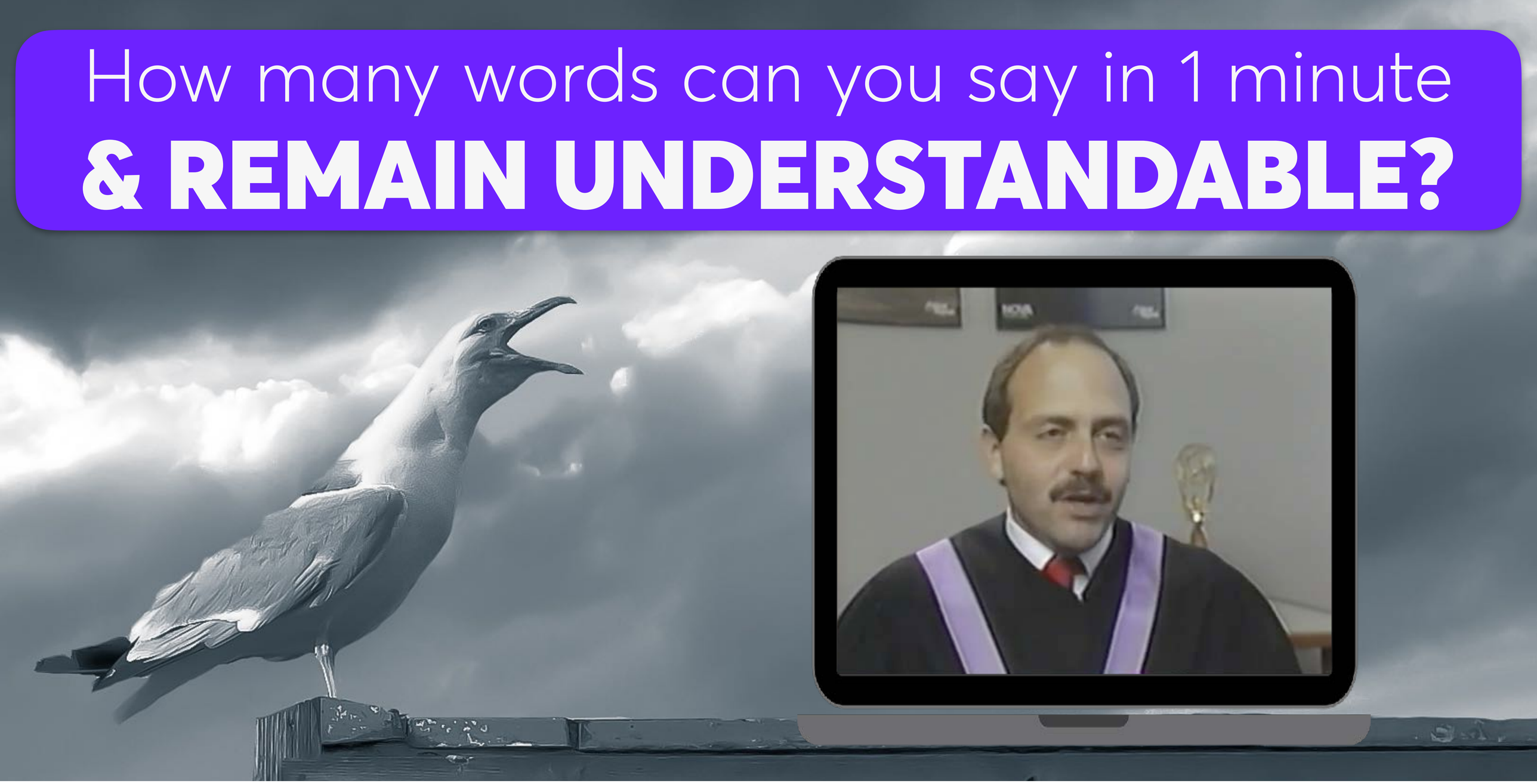

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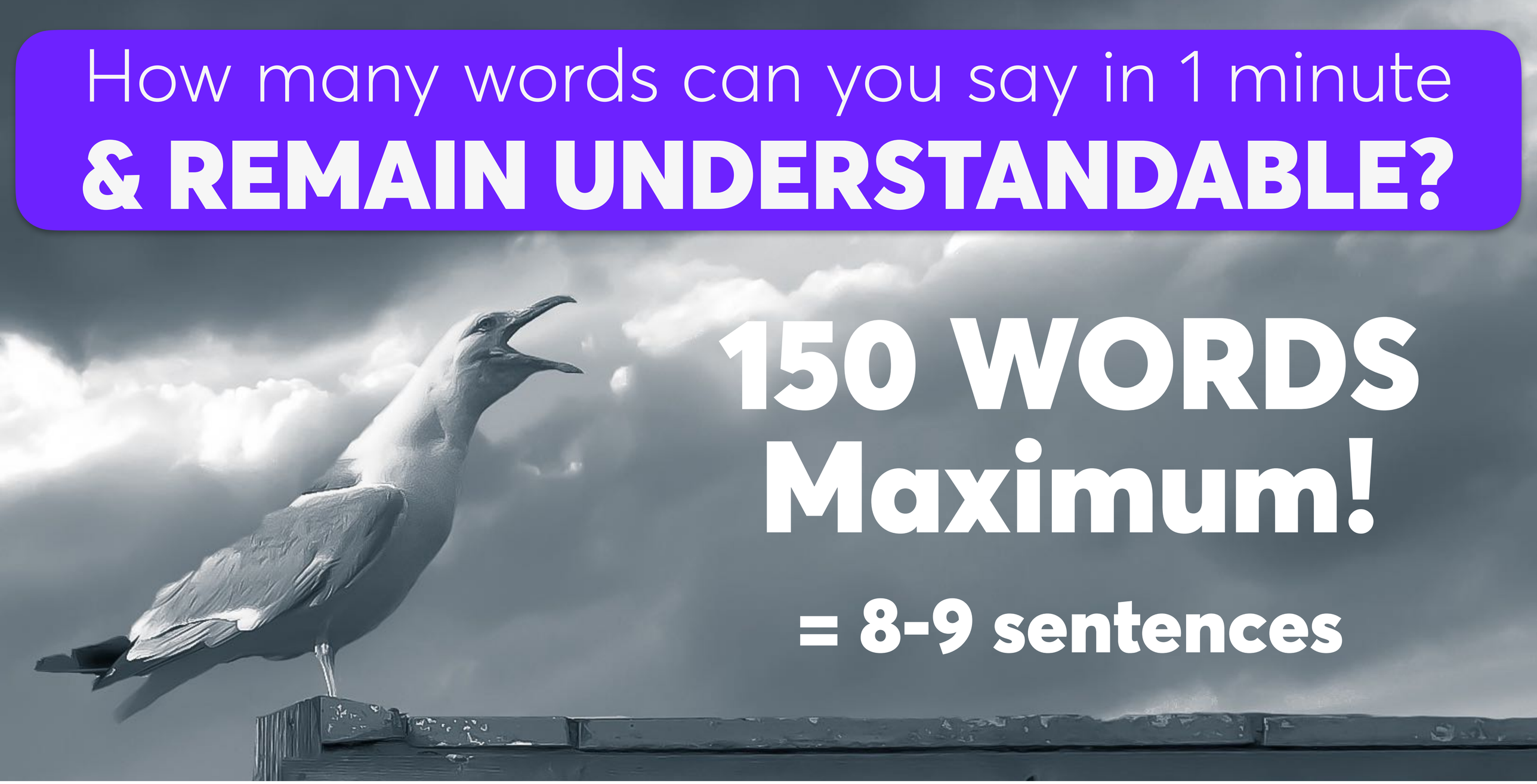


143
Words/min


TOOLS

The most frequent pitch
YOU WILL EVER MAKE




2



30 Seconds - 5 sentences

THE HANDSHAKE INTRO



The Question...

"WHAT DO YOU DO?"


The Question...
"WHAT DO YOU
"
"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**

How Optimistic?

USA vs CANADA vs EUROPE











Europe

PESSIMISTIC

"Ambition?"

An uncomfortable relationship

USA

OPTIMISTIC

"AMBITION!"

It's burned into the culture


WHY USA IS NO.1 🇺🇸
That's why
11K
Dislike
254
Share
Remix
@SimonBrodkin
Subscribe
Why USA is No.1 🇺🇸 #standupcomedy #funny #usa
Original sound
Home
Shorts
Subscriptions
You

Europe

PESSIMISTIC

"Success?"

An uncomfortable relationship

USA

OPTIMISTIC

"SUCCESS!"

It's burned into the culture



ACTION STEP

Write down your Handshake Pitch:

30 seconds, 5 sentences

What do **you** offer?

What kinds of **customers**?

Proof and **Track Record/Awards**

What's **Unique?**

What **motivates** you?
What do **customers love?**



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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**

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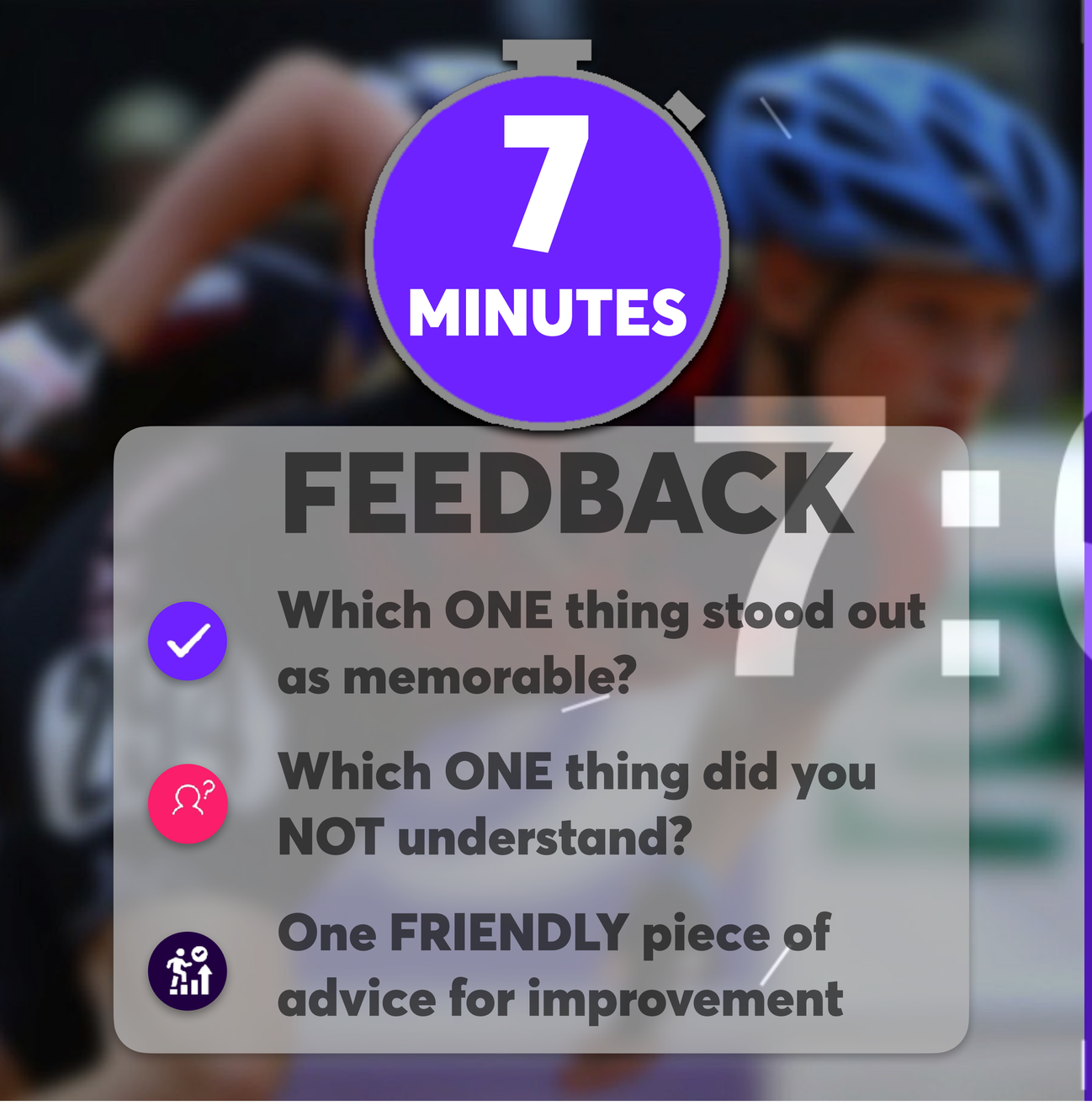

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Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


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


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

Pitch tools and

RESOURCES







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