

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

David Beckett

best3minutes.com

Best 3 Minutes

Coached **3000+** Startups & Scaleups



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ONE PLANET. ONE HEALTH


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

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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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 pitching to?

Why are we pitching?

What should we pitch?

What is **A PITCH?**

Which **words** you think of when you hear the word **'Pitch'?**



David Beckett

A Pitch is a **Time-Pressured** Presentation about **Solving** a Problem, with a **Clear Ask,** and a **Personal Edge.**

When are we **PITCHING?**

Any time you want to **persuade** a **busy** person to **take action**


TOOLS

The most frequent pitch
YOU WILL EVER MAKE

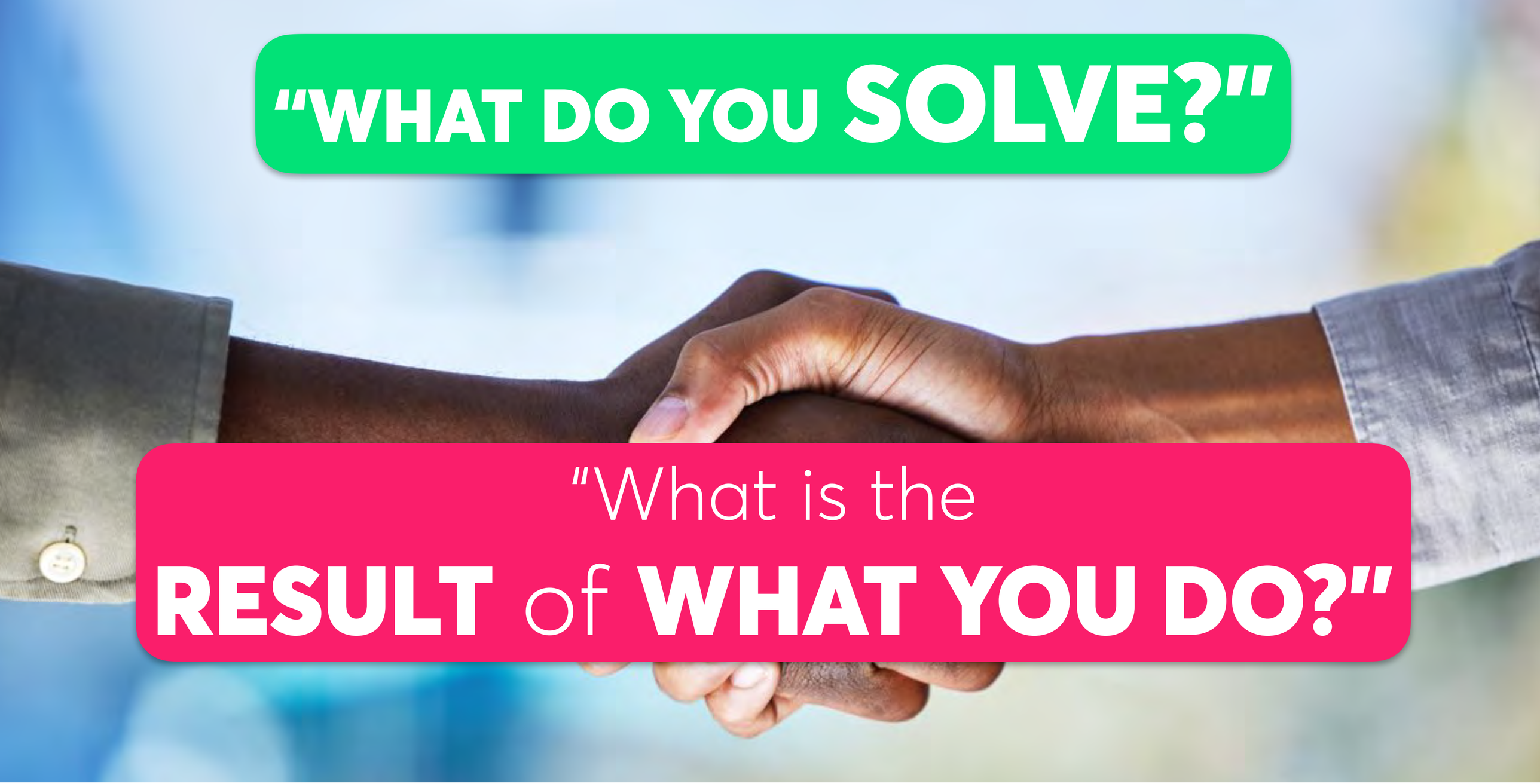



2




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 work

They ask
Questions



ACTION STEP

Write down your Handshake Pitch:
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?
(Internal/External)

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**?
(Internal/External)

What **problems** do they face?

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



ACTION STEP

Improve your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?
(Internal/External)

What **problems** do they face?

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

How to **talk** about **CUSTOMER PAINS**

What they're **struggling** with is…

They're **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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ACTION STEP

Improve your Handshake Pitch:

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?
(Internal/External)

What **problems** do they face?

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



ACTION STEP

Improve **your Handshake Pitch:**

Write down your Handshake Pitch:

25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?
(Internal/External)

What **problems** do they face?

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



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:

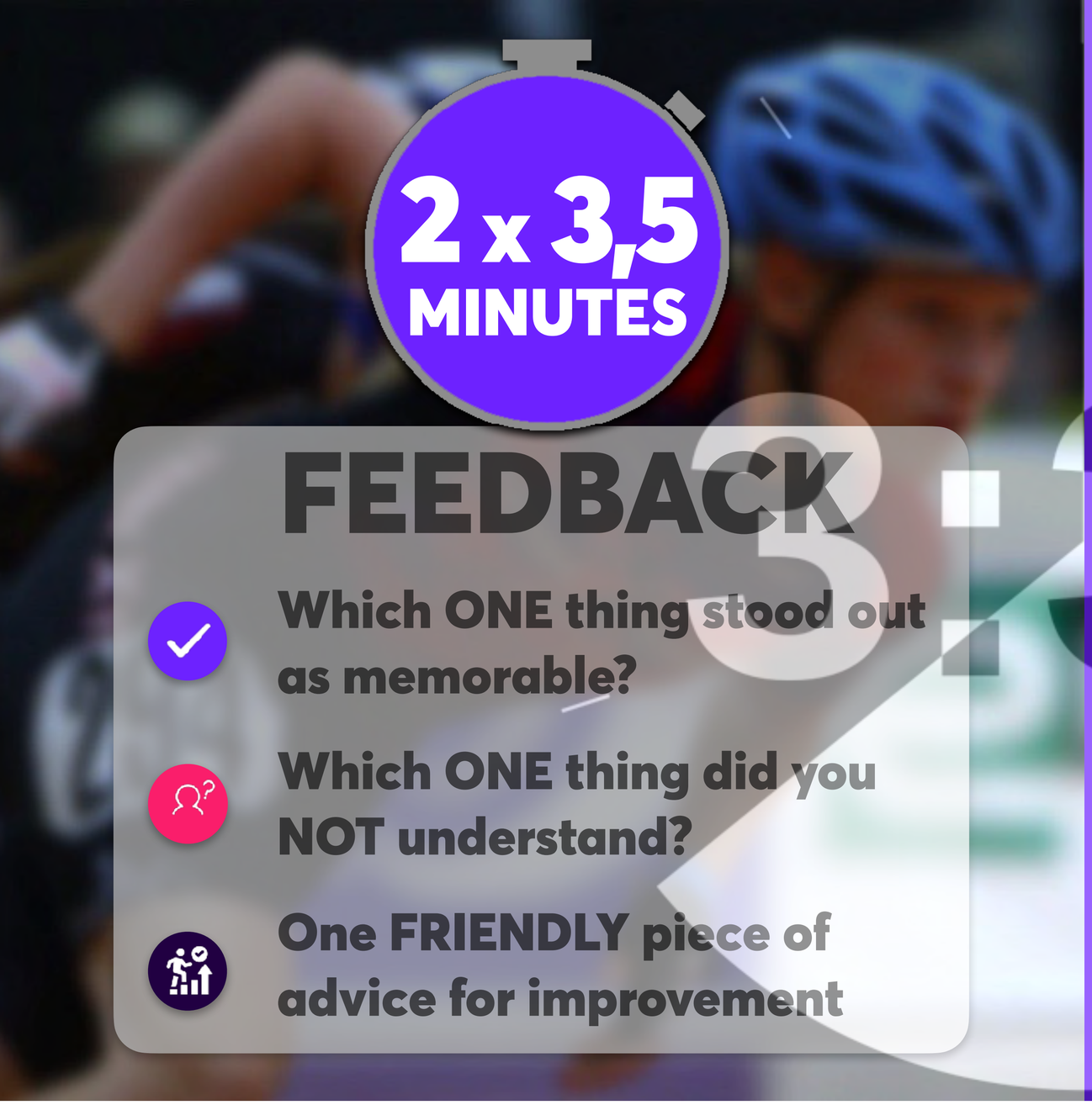
In Pairs - **3,5 minutes** each

What do **you** do?

What kinds of **customers**?
(Internal/external)

What **problems** do they face?

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



2 x 3,5 MINUTES

FEEDBACK

- **Which ONE thing stood out as memorable?**
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- **One FRIENDLY piece of advice for improvement**

ACTION STEP

Test your Handshake Pitch:

In Pairs - **3,5 minutes** each

What do **you** do?

What kinds of **customers**? (Internal/external)

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?


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?



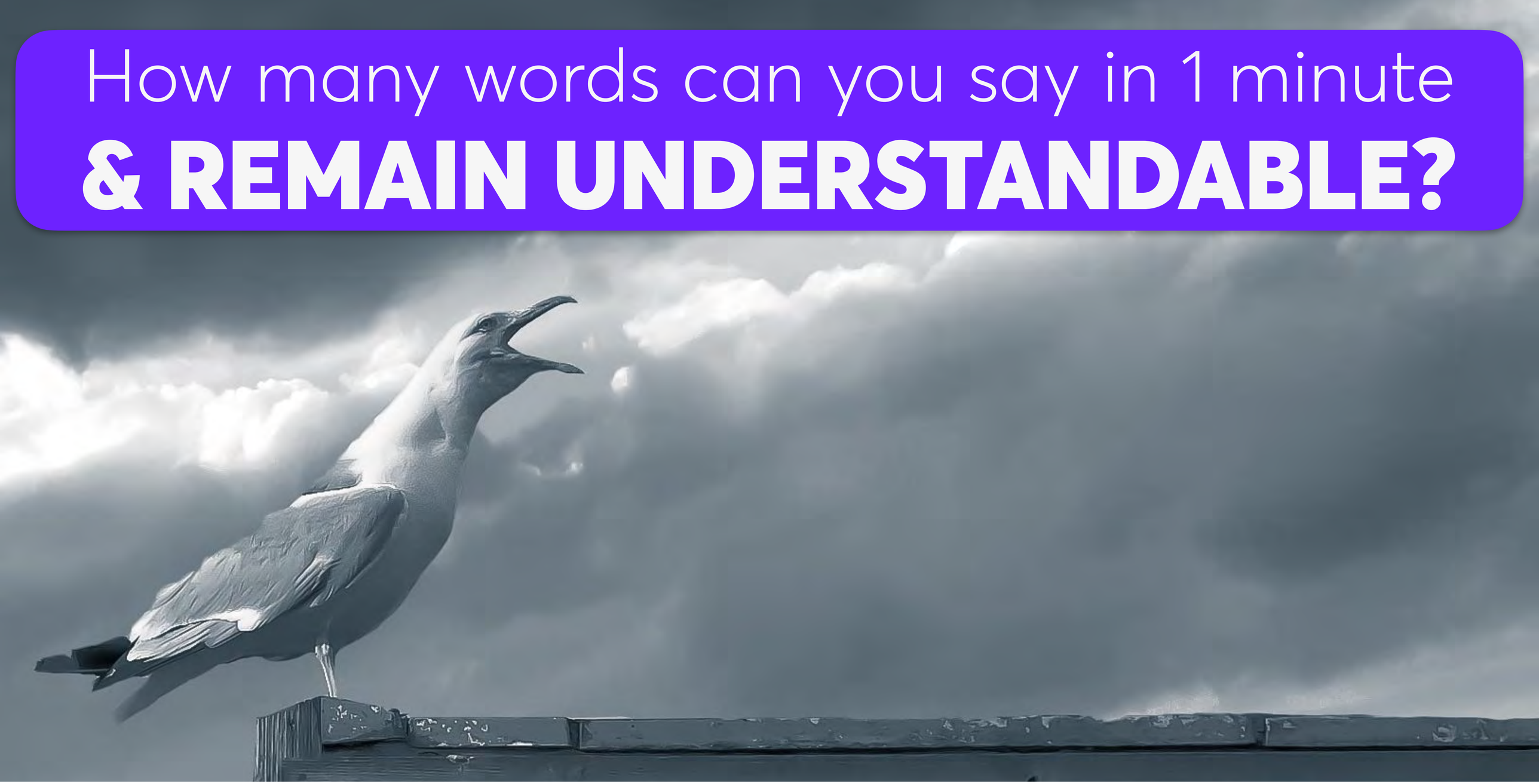
What did you not understand?



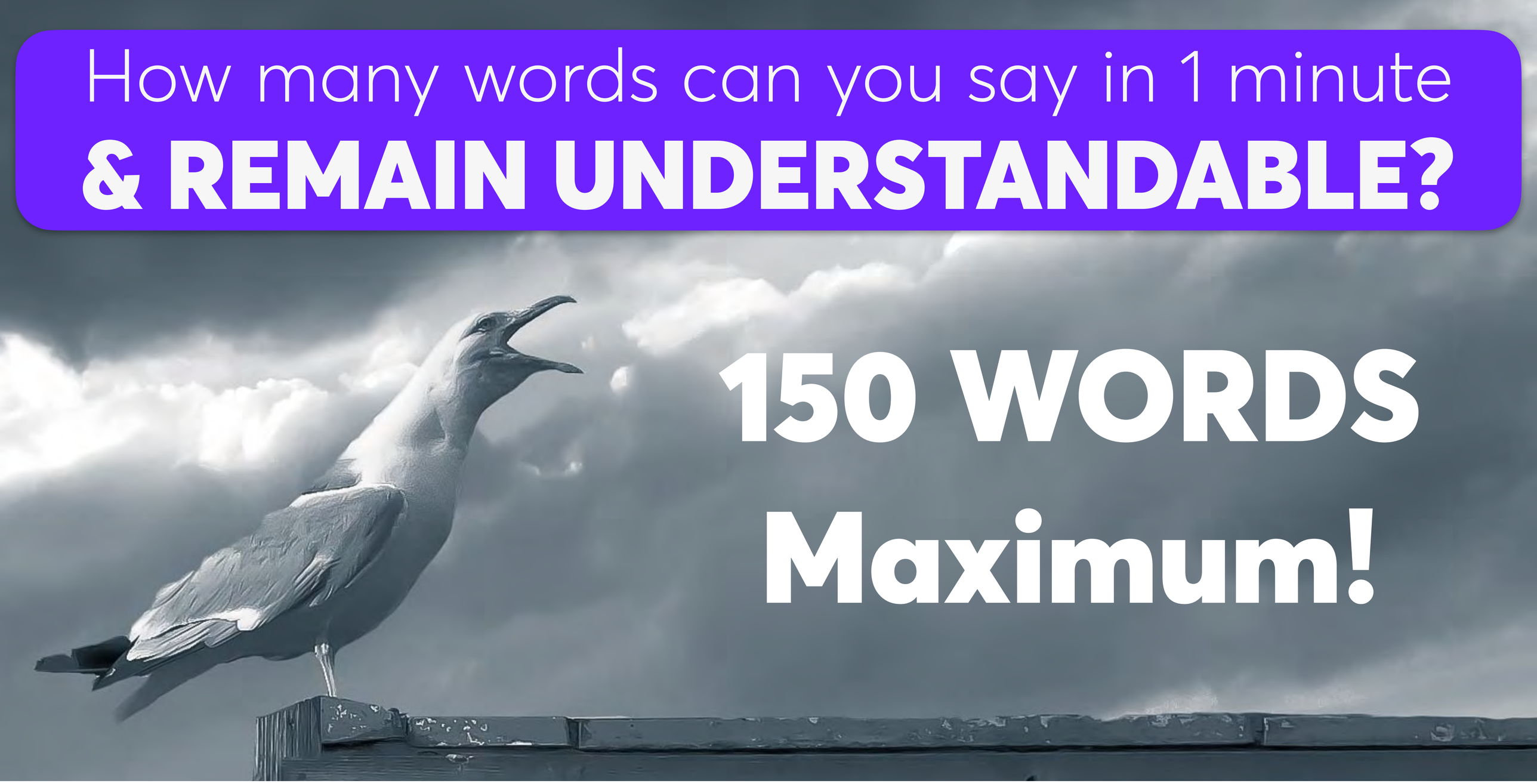
Friendly advice for improvement


Let's talk about
TIME

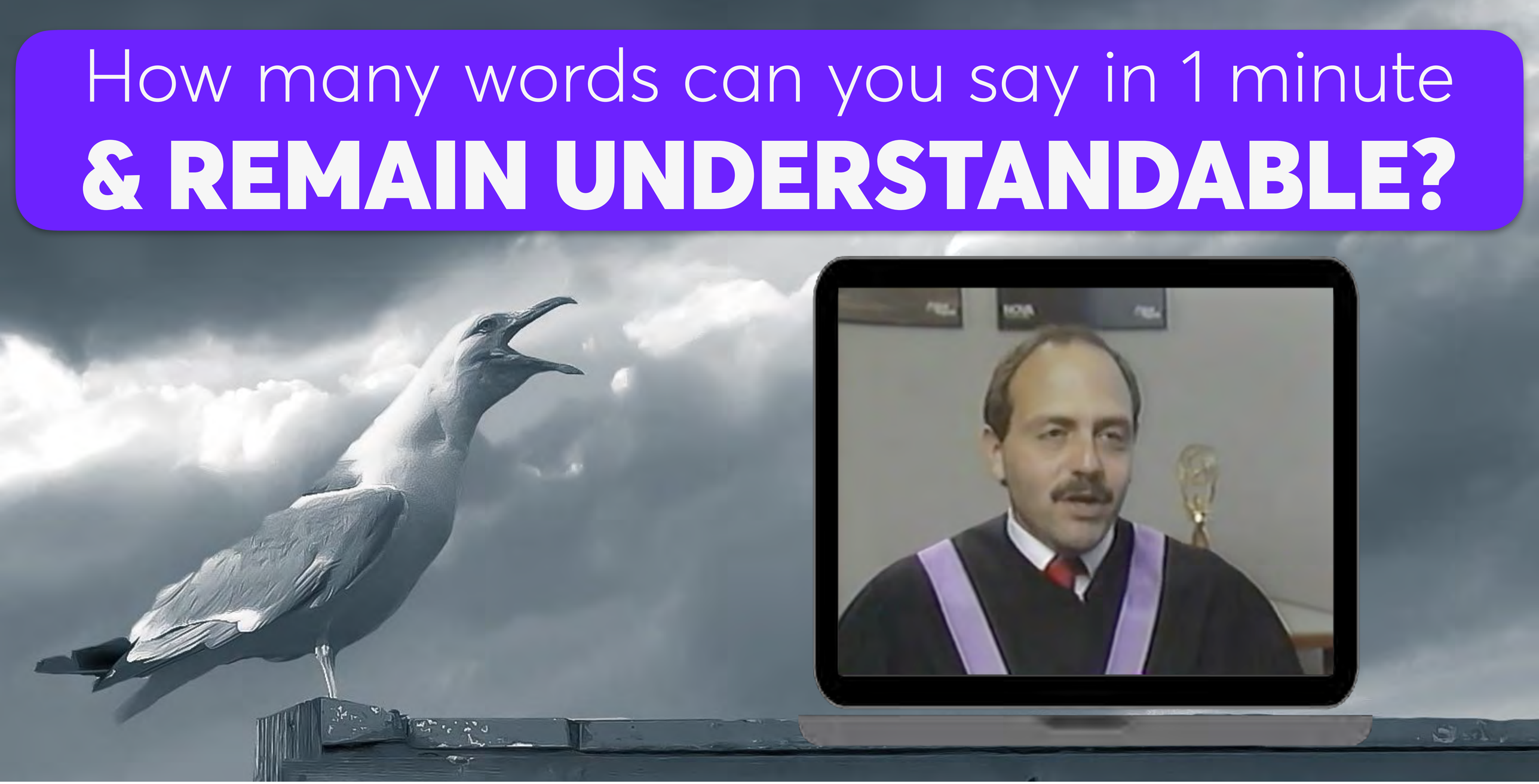
How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



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



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




143
Words/min


5 Minute Pitch?
40-45 SENTENCES


Now let's look at a
LONGER TALK

How to prepare for **A CONFERENCE SPEECH?**



How do you create **YOUR STORYLINE?**



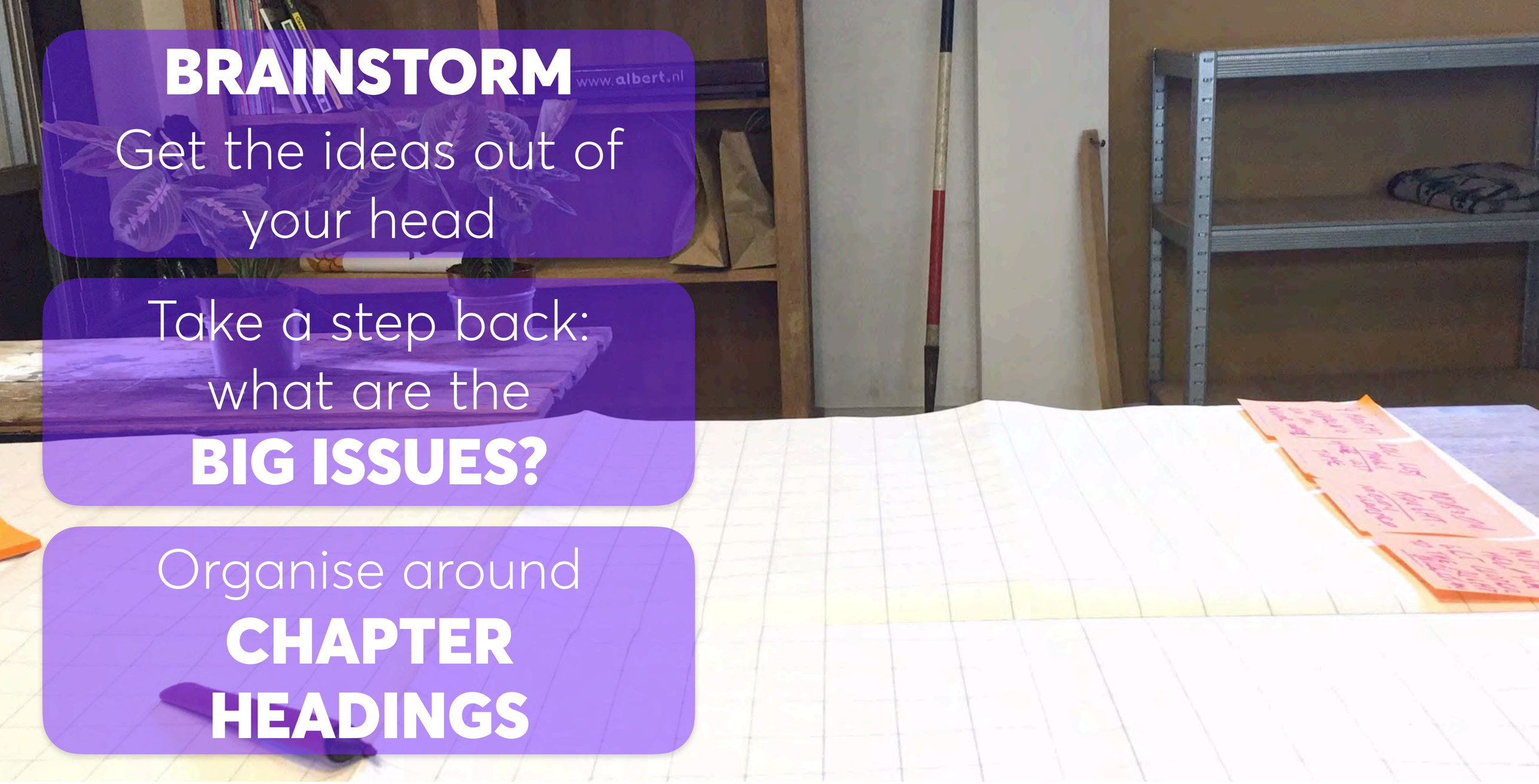

STOP!!!



Don't Open
POWERPOINT/AI
Until you **know** what you are going to **say...**



Use POST-IT NOTES To Build Your Storyline

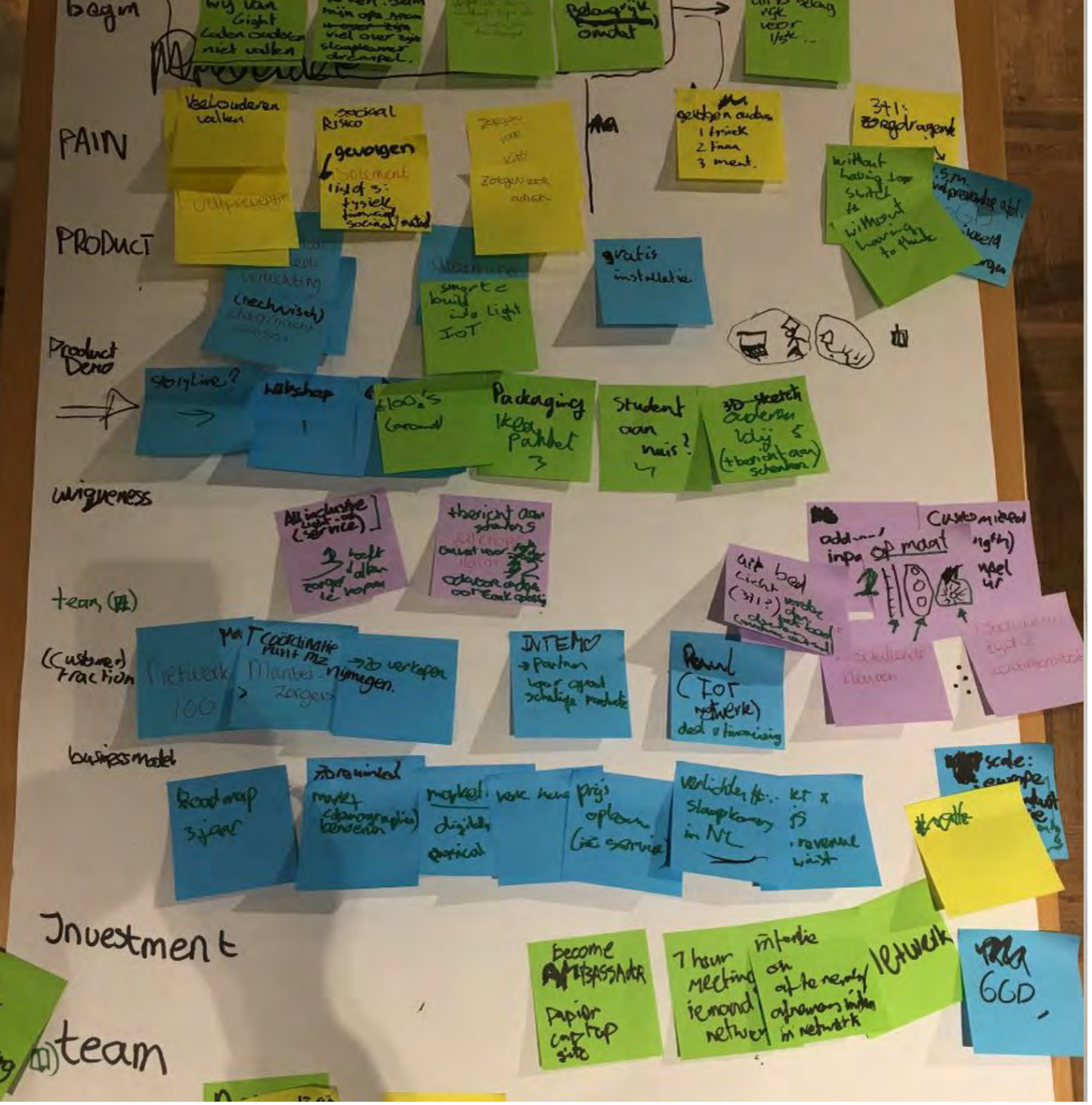


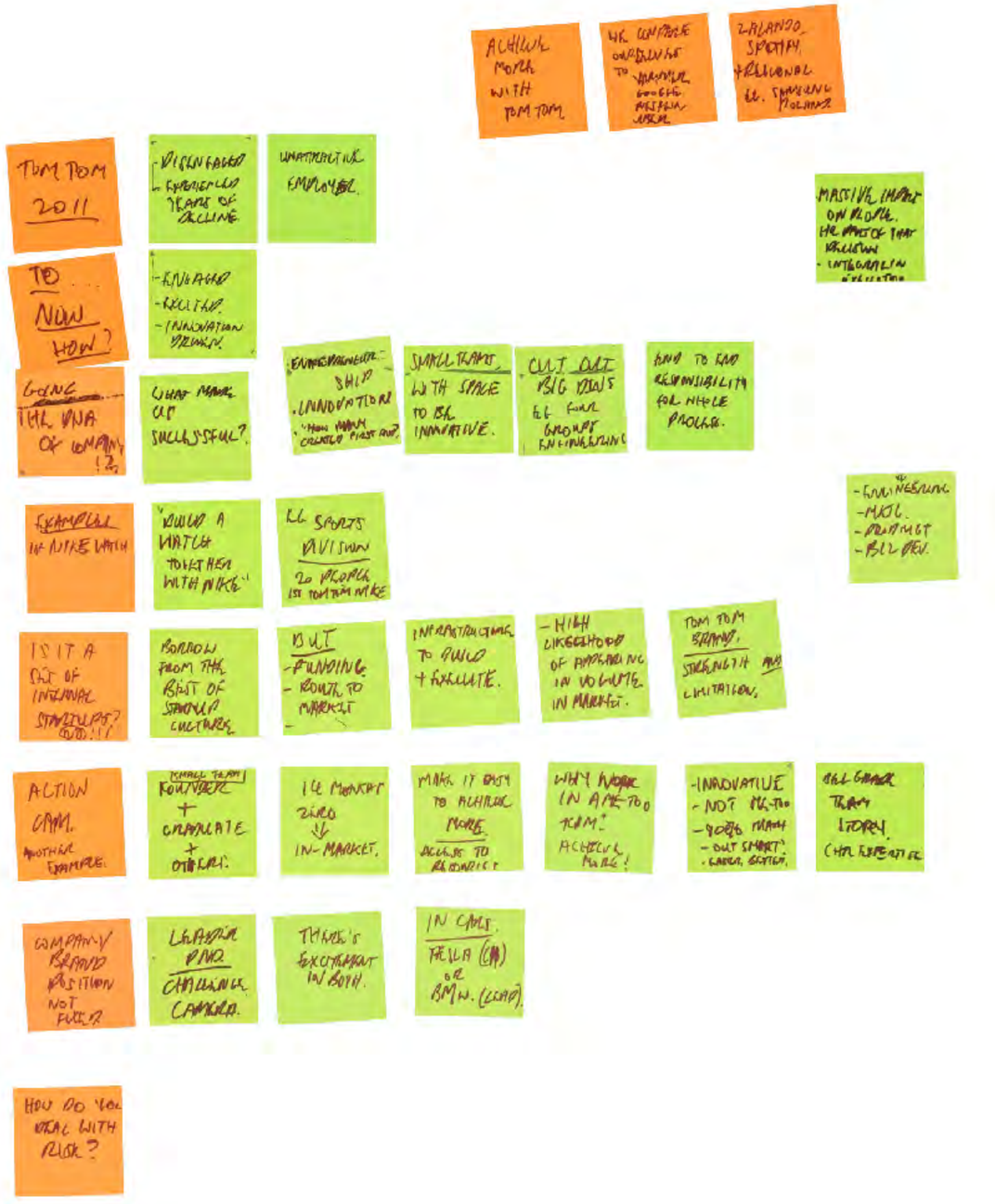
BRAINSTORM

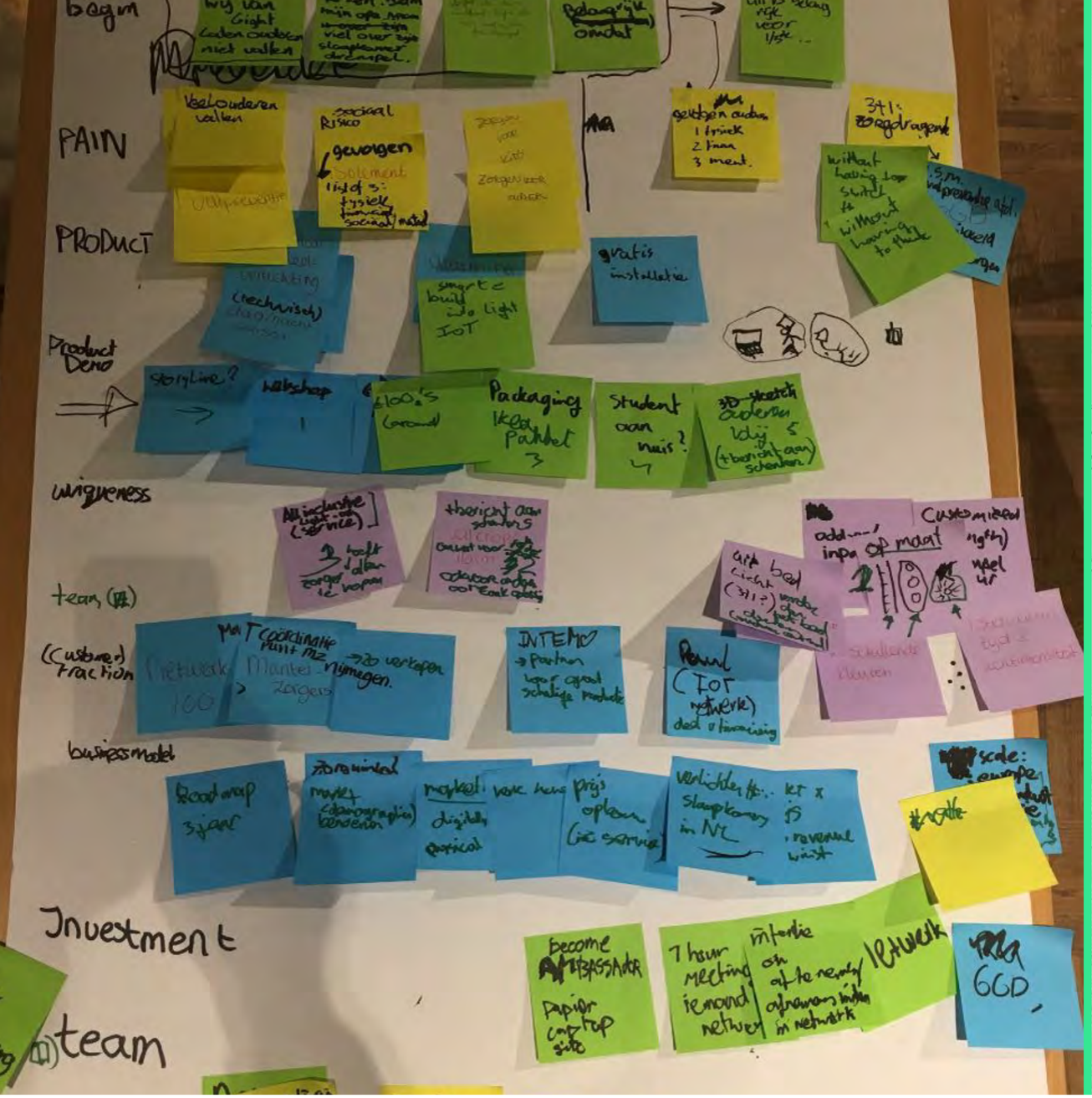
Get the ideas out of your head

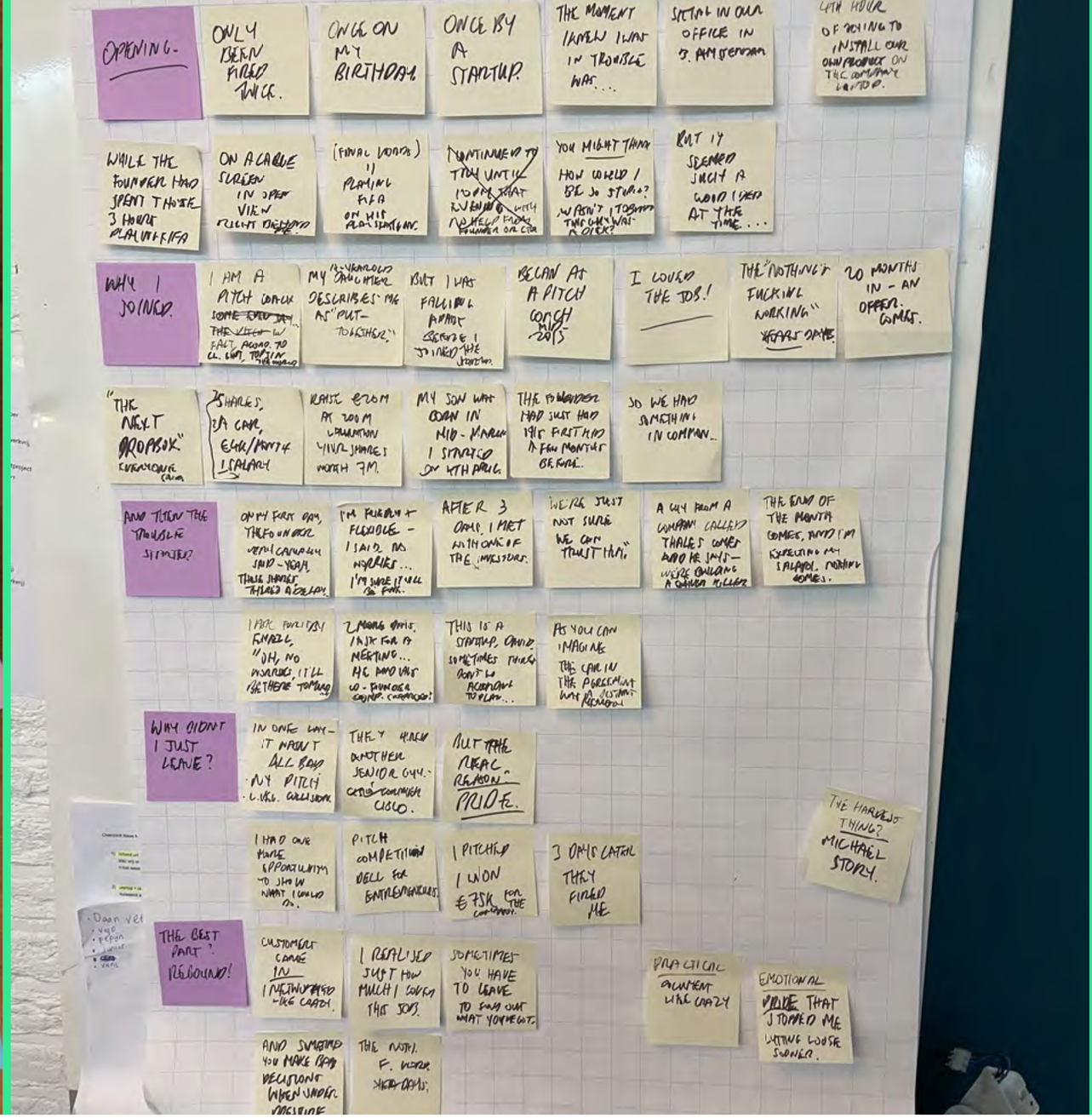
Take a step back: what are the **BIG ISSUES?**

Organise around **CHAPTER HEADINGS**


PAIN
PRODUCT
Product Demo
uniqueness
team
Investment
team
Packaging
Student
INTEMO
Roadmap
3 jaar
Become AMBASSADOR
GOD


TOM TOM 2011
TO NOW HOW?
ACTION CAM.
IN CARS.

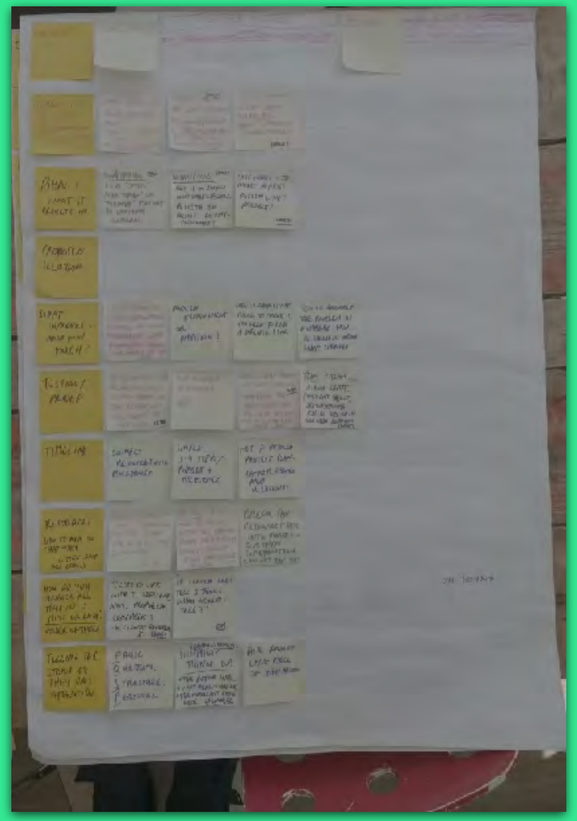

PAIN
PRODUCT
Product Demo
uniqueness
team
(customer) fraction
business model
Investment
team
Packaging
Student aan huis?
INTEMO
Roadmap 3 jaar
Become AMBASSADOR
GGD

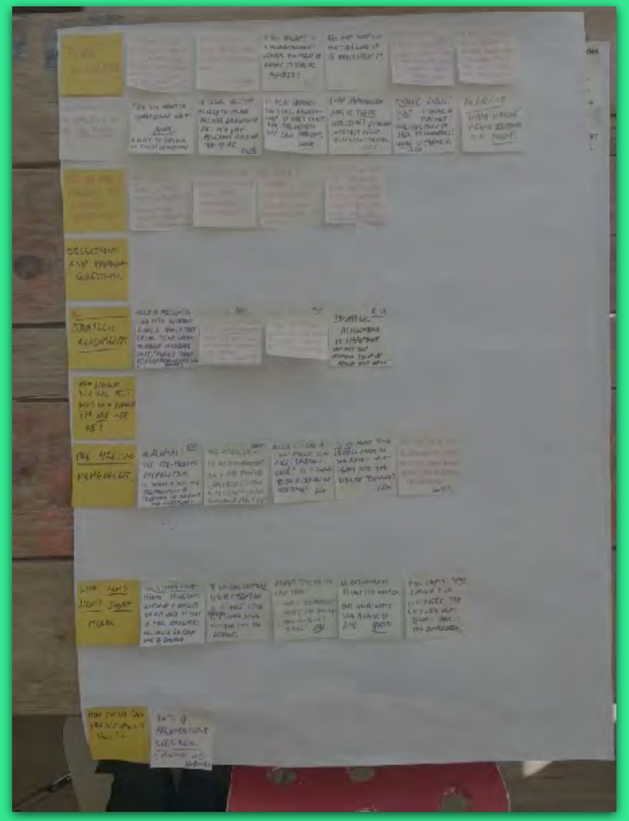

OPENING.
ONLY BEEN FIRED TWICE.
ONCE ON MY BIRTHDAY
ONCE BY A STARTUP.
WHILE THE FOUNDER HAD SPENT THOSE 3 HOURS PLAYING FIFA
WHY I JOINED.
I AM A PITCH COACH
BECAM AS A PITCH COACH
I LOVED THE JOB!
20 MONTHS IN - AN OFFER. COMES.
"THE NEXT DROPBOX"
SO WE HAD SOMETHING IN COMMON...
AND THEN THE TROUBLE STARTED
AFTER 3 DAYS, I MET WITH ONE OF THE INVESTORS.
WHY DIDN'T I JUST LEAVE?
BUT THE REAL REASON: PRIDE.
I PITCHED I WON €75K
3 DAYS LATER THEY FIRED ME
THE HARDEST THING? MICHAEL STORY.
THE BEST PART? REBOUND!
PRACTICAL
EMOTIONAL

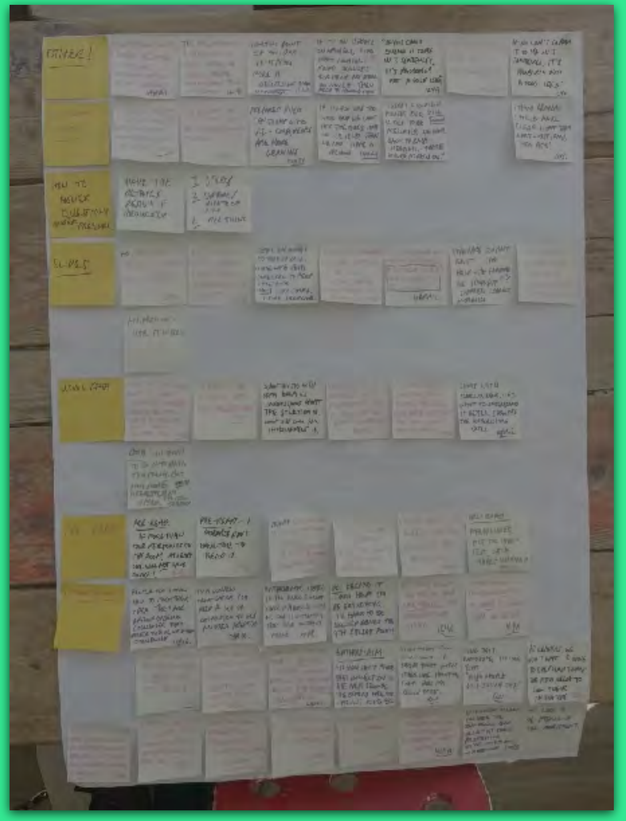
Post-It Brainstorm for my new book

LONG STORY SHORT











Use POST-IT NOTES To Build Your Storyline

How to capture attention
IN THE FIRST 30 SECONDS?


Make the first word count
OPEN POWERFULLY



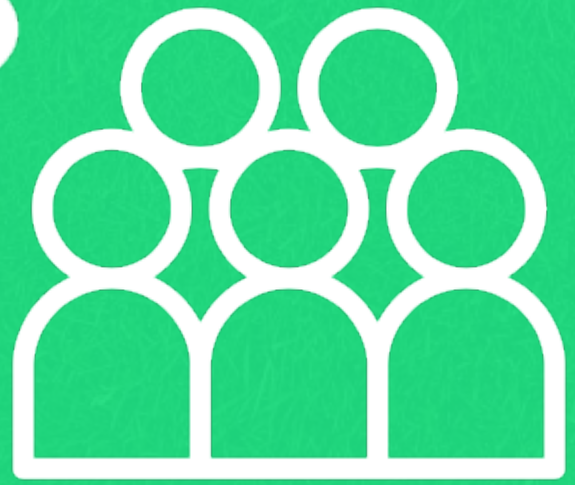
The first 20 seconds buys

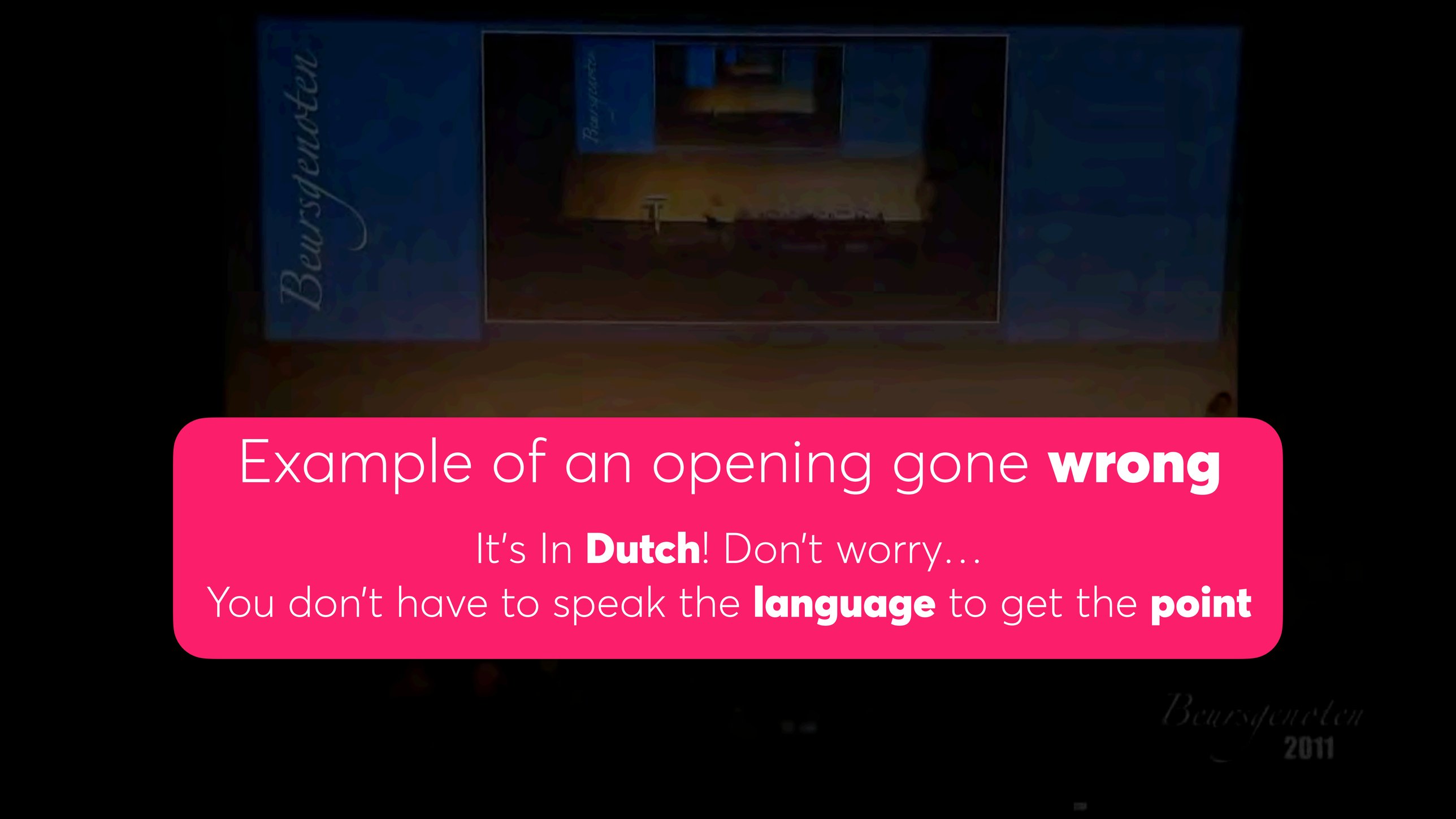
ATTENTION

Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*





Example of an opening gone **wrong**

It's In **Dutch**! Don't worry…
You don't have to speak the **language** to get the **point**



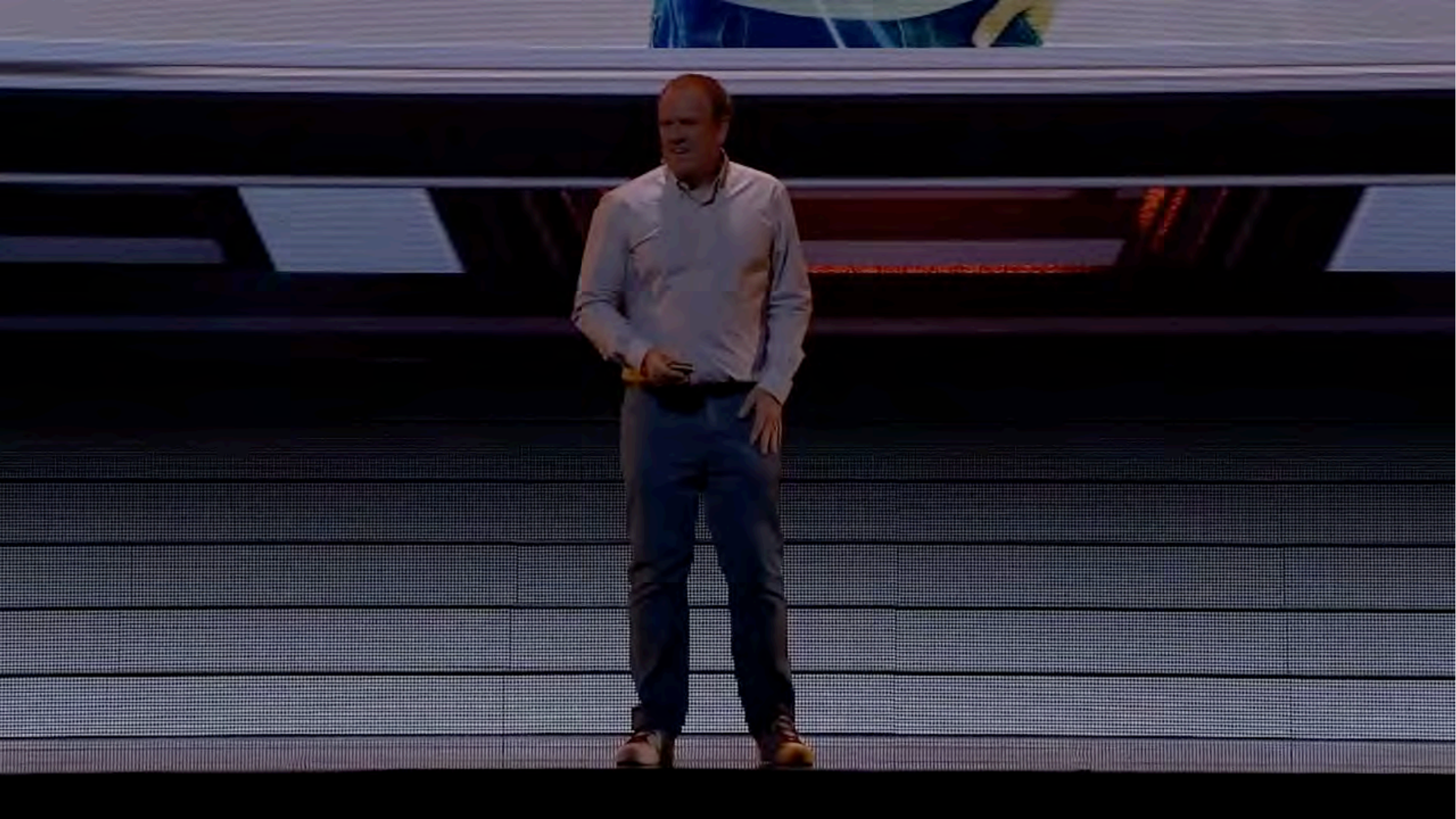
A professionally planned opening from
The Great Bubble Barrier

Show your

ENTHUSIASM



PITCH TO WIN



Is it a good idea to

ANSWER A QUESTION?





THE BIG IDEA

In **1-2 sentences,** what is the presentation all about?

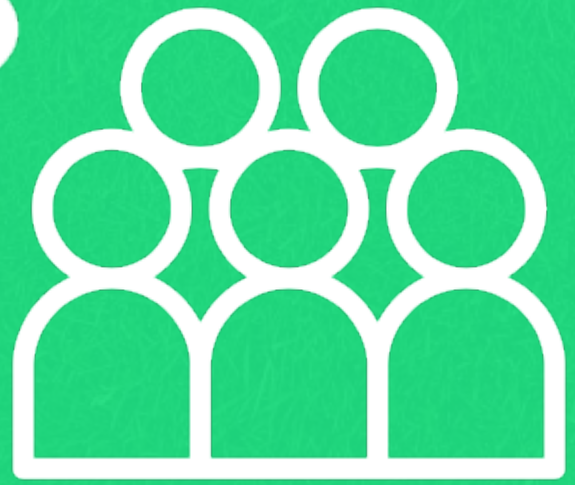
What is the central topic of **change**?

Why should they **listen?**

Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*




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







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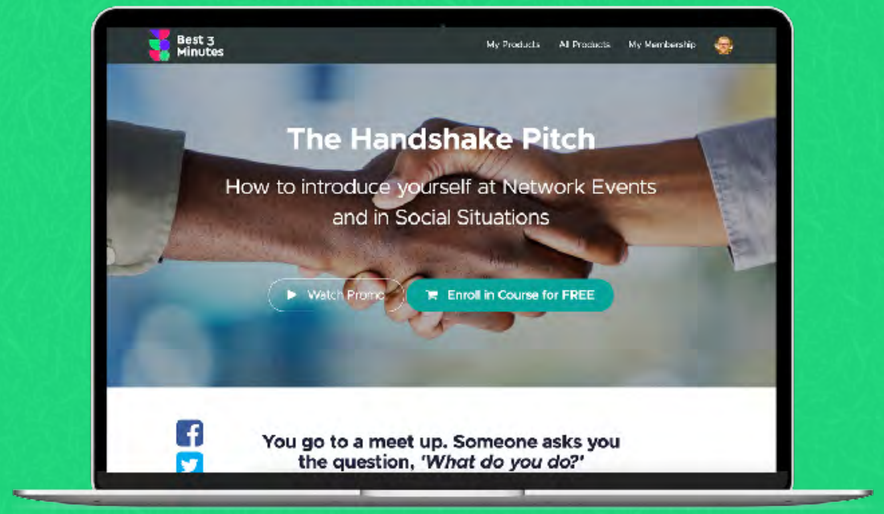

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