

5

Steps to Preparing your Winning Pitch



Thanks for joining the recent Pitch workshop!

Here's a quick high-level reminder of the main steps you need to take to make a great pitch.

Follow them all, and you'll be well on the way to convincing your audience and getting the result you want.

**Don't miss out on all the tools available online at;
tiny.cc/pitchworkshop**

5 Steps to Preparing your Winning Pitch

1

Define the audience, the objective, and check how long is available to pitch.



Write down who the audience is and what they are driven by.
Write down your objective with the pitch.
Make a script of 130–140 words per minute.

2

Brainstorm the pitch using Post-Its and The Pitch Canvas®.



Get the pitch out of your head before creating slides.
Don't think too much – just write out your thoughts.
Get someone else involved and talk it through.

3

Create an organised and logical storyline – Chapters and Content.



Once the brainstorm is complete, organise Post-Its in clusters.
Set up a logical approach to the storyline and make chapter headings.
Add a few content points per chapter – and then begin slide design.

4

Create slides to guide the audience through the story.



Keep it visual where possible. Spread information across more slides.
Minimise text and numbers – keep it easy on the eye and the mind.
No more than 3 pieces of information per slide.

5

Practice out loud on camera, and/or in front of a test audience.



Say the pitch out loud, so that you can hear and feel how it sounds.
Film yourself practicing: look for words and gestures that might distract.
Get feedback from colleagues, so that you can make it even clearer.