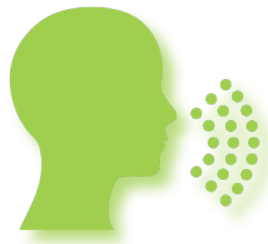


5

Ways To Manage Your Pitching Nerves



Thanks for joining the recent Pitch workshop!

Here's a quick overview of some of the most powerful tools to overcome something that most people experience – getting nervous before a pitch.

Find out which ones work best for you, and you'll find yourself turning nerves into energy, and making confident pitches every time.

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

5 Ways To Manage Your Pitching Nerves

1

Memorise the first 60 seconds, so you can tell them even when under pressure.



The first moments of a pitch are the most stressful of all. If the opening goes well, it provides a strong platform for the rest of the pitch.

Memorise the first 60 seconds so well that you can tell them in your sleep!

NOTE: just doing this one thing solves the nerves problem for 80% of people.

2

Check the room in advance and get familiar with the equipment.



Familiarity reduces stress. Get a feel for the environment for your pitch.

Test the presentation in advance. Are the fonts working? Do the movies and music look and sound right? Is the format (16:9 or 4:3) correct?

Check the microphone (if there is one) and stand on the spot where you'll pitch.

3

Walk out in front of the audience. Pause for half a second. Then start your pitch.



Starting when you're on the move makes it unclear that the pitch has begun.

Give them a definite moment: you are starting your pitch, they need to listen.

This moment of pause gives your brain a chance to engage with the subject and be one step ahead of your mouth!

4

Body Posture influences power and stress: check Amy Cuddy's TED talk.



Amy Cuddy discovered that raising your arms or standing in the SuperWoman pose, for 2+ minutes, will increase your power and reduce your stress.

If sitting, ensure you have an open posture in the minutes before you pitch. Shoulders back, legs and arms uncrossed, head up.

It sounds nuts! But it works, as hundreds of scientific tests have proven.

5

And finally: just breathe...



In the minutes before you are about to pitch, bring some air into your lungs.

Breathe deeply and consciously: in through the nose, out through the mouth.

Think about the great preparation you've done, and remind yourself what value you're bringing to this audience, as a person and as a professional.