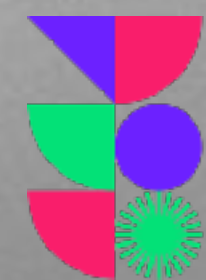


Pitch Coach  
Creator of The Pitch Canvas©  
Co-founder of Pitchy

**David Beckett**

**best3minutes.com**



Best 3  
Minutes



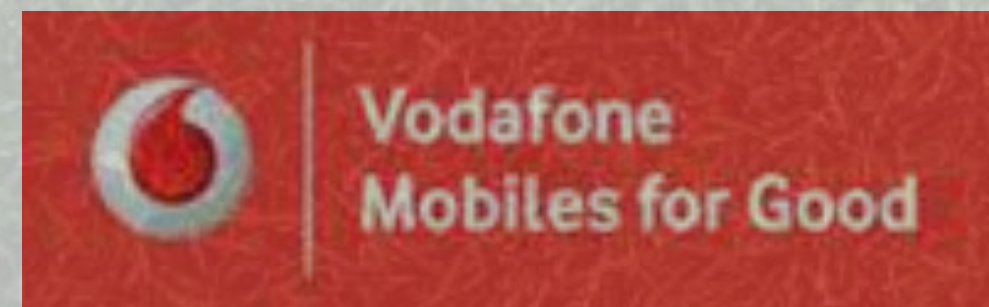
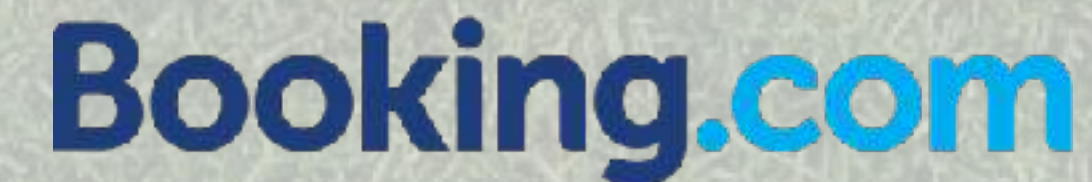
# Coached 1100+ Startups **RAISED OVER €295MILLION**





29 Countries

**TRAINED 16,000+ PEOPLE**





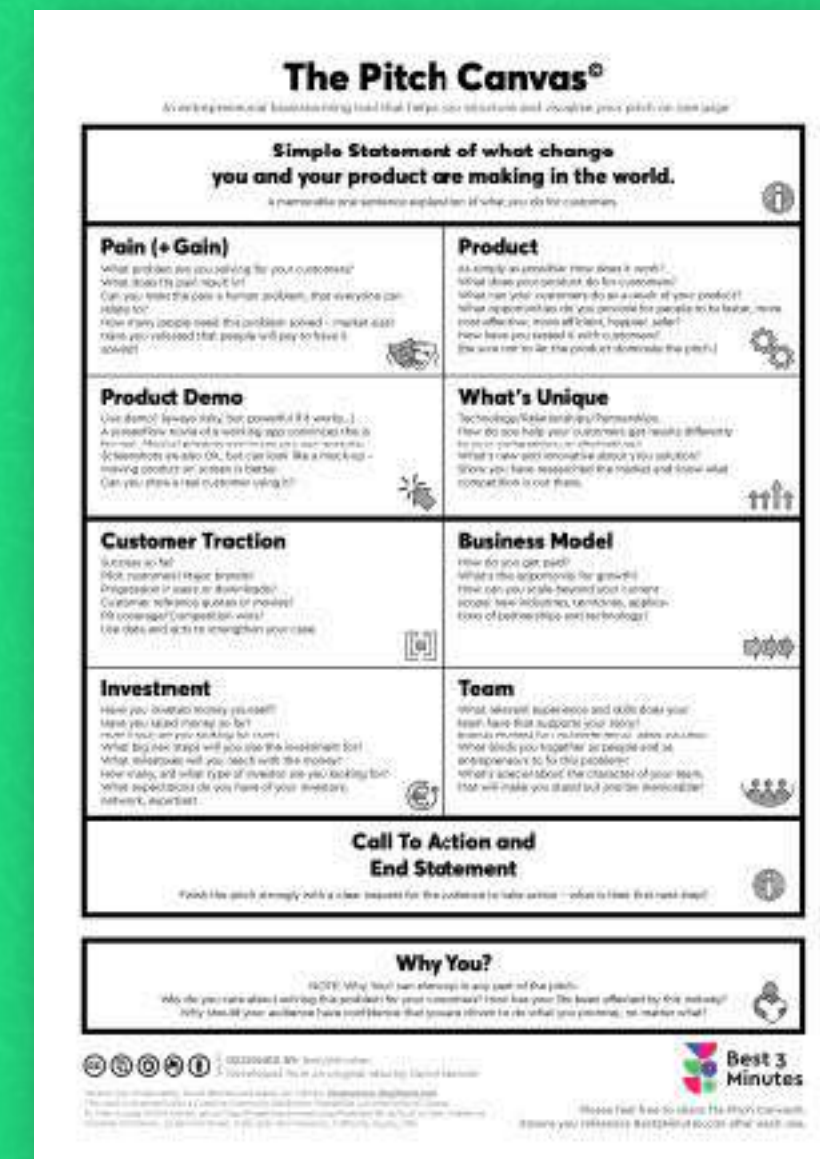
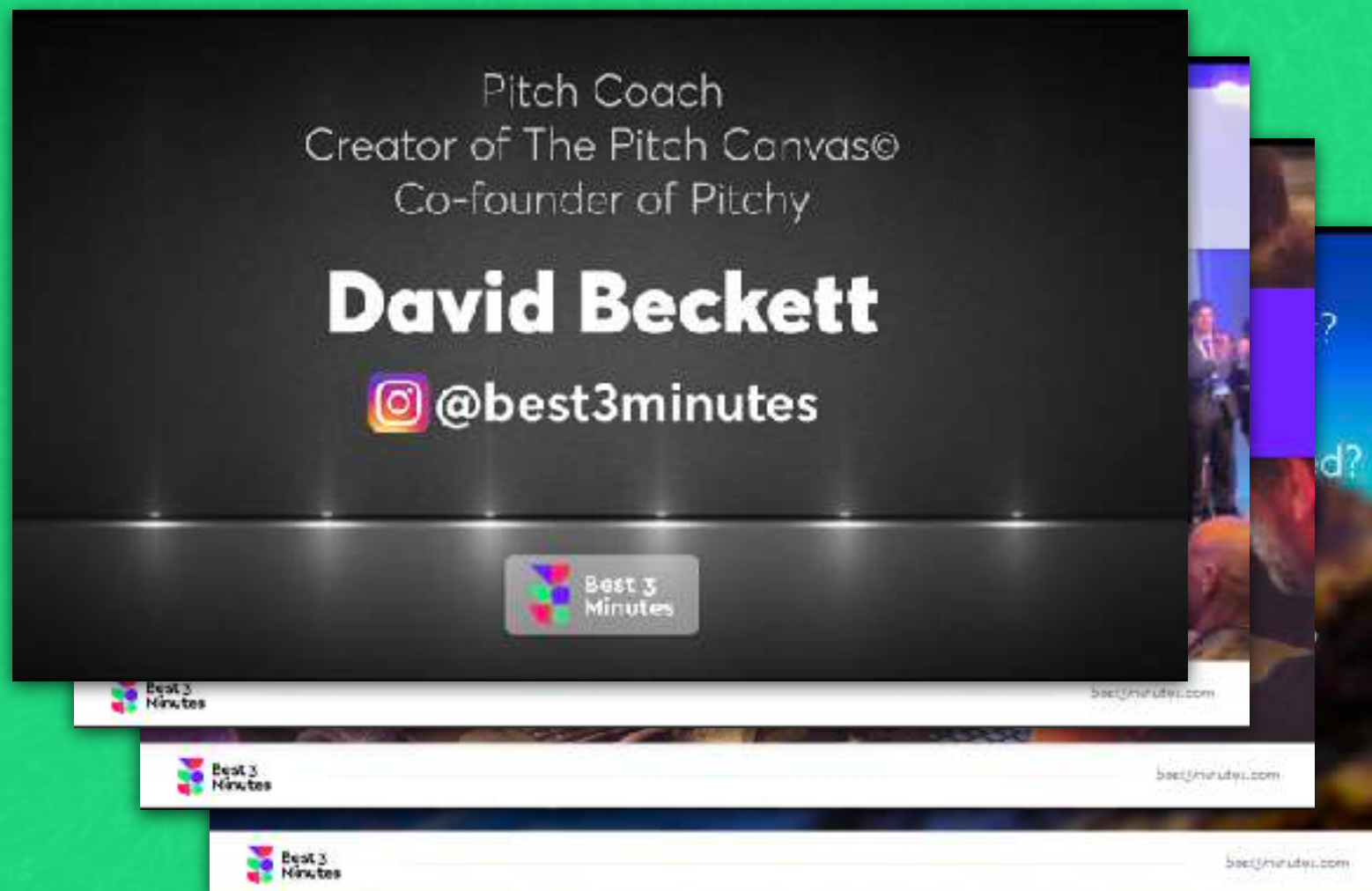
**GREAT IDEAS  
NEED A VOICE**





You will receive

**SLIDES AND MANY MATERIALS**





A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in a dark, textured font, appearing to float within the bokeh. The overall effect is dreamlike and thought-provoking.

# QUESTIONS?

Please ask  
**IN THE CHAT**







The most frequent pitch

# **YOU WILL EVER MAKE**



25 Seconds - 4 sentences

# THE HANDSHAKE

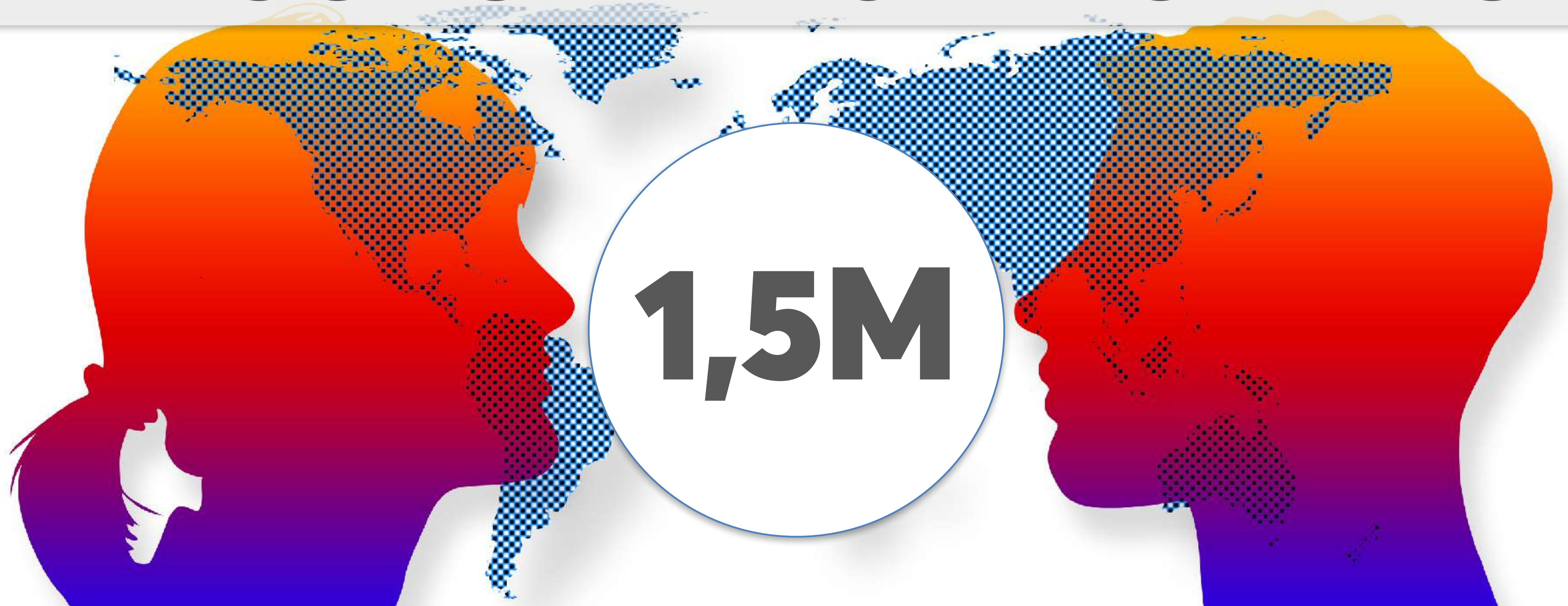


**PRE-CORONA!**



25 Seconds - 4 sentences

# THE CORONA DISTANCE PITCH







# ACTION STEP

**Test out your Handshake Pitch:**  
**25 seconds, 4 sentences**

What do **you** do?

What kinds of **customers**?

What **problems** do they face/  
what are they looking for?

What's **unique** about how you provide  
those customers what they need>



# ACTION STEP

**Test out your Handshake Pitch:**  
**25 seconds, 4 sentences**

**3 MINUTES  
TO PREPARE**

What do **you** do?

What kinds of **customers**?

What **problems** do they face/  
what are they looking for?

What's **unique** about how you provide  
those customers what they need?





# FEEDBACK

Which **ONE** thing stood out?

Which **ONE** thing did you  
**NOT** understand?

One **FRIENDLY** piece of  
advice for improvement

# ACTION STEP

Test out your Handshake Pitch:  
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face/  
what are they looking for?

What's **unique** about how you provide  
those customers what they need?



Think it  
through

Write it  
down

Say it  
out loud

**GET FEEDBACK**



# GET FEEDBACK

What  
stood out  
most?

What did  
you not  
understand?

Friendly  
advice for  
improvement?



A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in shades of blue and red. The person's eyes are visible on the left side of the frame.

# QUESTIONS?

Please ask  
**IN THE CHAT**







Let's make it  
**REAL & PRACTICAL**





# ACTION STEP

Write down the  
**Product, Service** or **Idea**  
you want to **pitch**

and one sentence on **who** you  
will pitch it to



# ACTION STEP

1 MINUTE

Write down the  
**Product, Service** or **Idea**  
you want to **pitch**

and one sentence on **who** you  
will pitch it to



# OPEN-3-CLOSE©

Pitch Model

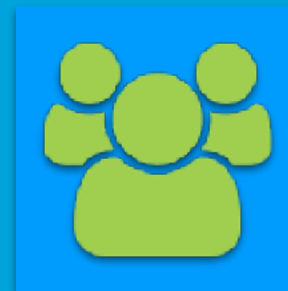


# The Open-3-Close© Pitch Model





# The Open-3-Close© Pitch Model



Who is your  
**AUDIENCE**



Who is your audience &  
**WHAT DO THEY CARE ABOUT?**





# ACTION STEP

Write down who the **audience** is for your pitch

---

What is their biggest **challenge**?

Conservative or **Innovative**?

**Money** focused? Any other factors?

**Theoretical** or doers?

What might be their biggest **objection**?





# ACTION STEP

Write down in 2 minutes who the **audience** is for your pitch

---

What is their biggest **challenge**?

Conservative or **Innovative**?

**Money** focused? Environment, Social?

**Theoretical** or doers?

What might be their biggest **objection**?



# The Open-3-Close© Pitch Model



Who is your  
**AUDIENCE**



Establish your  
**OBJECTIVE**





What do you  
want them to  
do?

**ACTION**





# ACTION STEP

Write down what you want the audience **to do** as a result of the pitch

Focus on **Action** – not just thinking differently



The background of the slide features a close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are also in various colors, including red, blue, and green. The overall effect is a sense of curiosity and inquiry.

# QUESTIONS?

Please ask  
**IN THE CHAT**



# The Open-3-Close© Pitch Model



Who is your  
**AUDIENCE**



Establish your  
**OBJECTIVE**



**BRAINSTORM**  
with Post-It Notes



How do you create  
**YOUR STORYLINE?**







# STOP!!!





# Don't Open **POWERPOINT**





Use

# POST-IT NOTES

To Build Your  
Storyline



# BRAINSTORM

Get the ideas out of  
your head

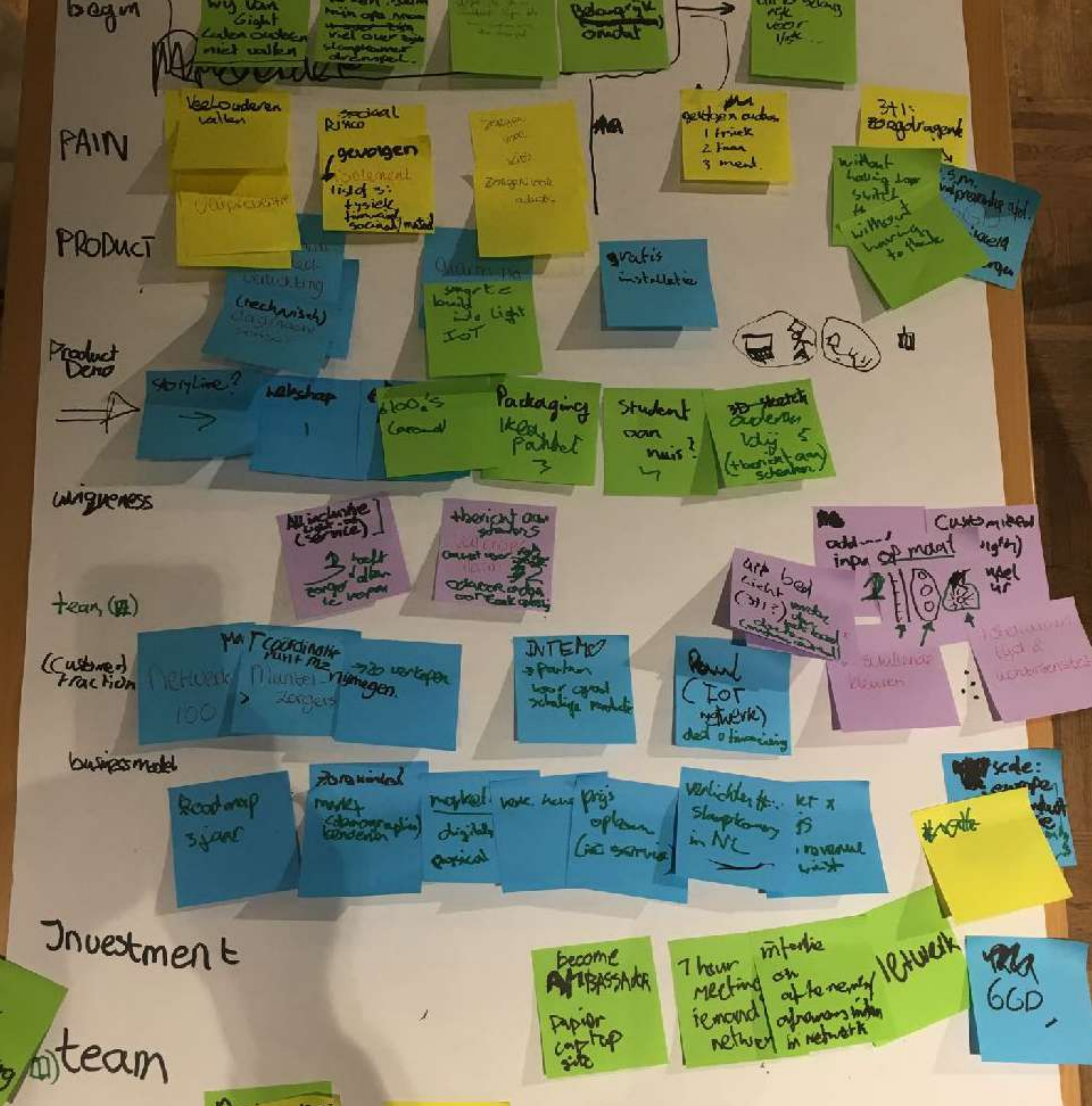
Take a step back:  
what are the

**BIG ISSUES?**

Organise around

**CHAPTER  
HEADINGS**





WHY IS  
PITCHING  
VM POSITION?

50%  
of OUR  
SUCCESS.

RIG  
MOMENTS  
MATTER.

BUILDING  
CONFIDENCE.

WHAT DO YOU  
NEED?  
GREAT  
SCRIPT.

BRAINSTORM  
WITH  
POST-ITS.

POWER OF  
THREE

CONCRETE  
FACTS +  
ACTION.

GREAT  
VISUALS.

LESS  
CONTENT =  
MORE  
FOCUS.

USE  
VISUALS  
+ 1 STATEMENT

SPREAD  
INFO ACROSS  
MORE  
SLIDES.

GREAT  
DELIVERY

HANDS,  
EYES,  
LEGS,  
FEET.

VOCAL  
VARIATION

DO YOU  
REALLY  
MEAN IT?

SUMMARY  
+ CALL  
TO ACTION

WRITE  
DOWN 3  
IMPROVEMENTS.

CLOSE

I BELIEVE  
YOUR VOICE  
SHOULD  
BE HEARD.



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# QUESTIONS?

Please ask  
**IN THE CHAT**



# Which topics should be in **YOUR WINNING PITCH?**



## The Pitch Canvas®: Company Edition

**Simple Statement of what change  
you and your product/service are making in the world.**

A memorable one-sentence explanation of what you do for customers.

### Pain (+ Gain)

What problem is out there in the world of the customer?  
How big is that problem? Can you quantify the opportunity/  
market size?  
What are the issues that keep your audience awake at night,  
that you are well positioned to solve?  
What are their big challenges in business and in the area  
that you are addressing?



### Product

As simply as possible: what does your product do for customers?  
What opportunities do you provide for customers to be faster,  
more cost-effective, more efficient, happier, safer, ...?  
What is the content and structure on a high level?  
What is your value proposition?  
Explain the product in terms of results where possible.



### Product Demo

How can you bring your product to life?  
Live demo? (always, risks, but powerful if it works...)  
Screenshots? Physical product?  
Video of the product working on screen?  
Can you show a real customer using it? Or talking  
about it.



### What's Unique

Technology/relationships/partnerships  
How do you help your customers get results differently to  
your competition, or alternatives?  
Show you have researched the market and know what  
competition is out there.



### Customer Traction

Success to date: Growth in sales, growth in user numbers,  
Pilot customers? Major brands?  
Customer reference quotes or stories?  
Have other parts of your organization bought in?  
Use data and facts to strengthen your story.



### Pricing Model/Business Model

How will you price your proposition?  
What's the margin proposition?  
Is there any evidence to show this is the right price model/level,  
other products in the portfolio, feedback from customers?  
Is it recurring revenue?



### What do you need?

What is the objective of this pitch?  
What do you want the audience to do on a macro level?  
(e.g. Buy now!)  
What do you want the audience to do as a first next step?  
(e.g. Book a one hour follow up meeting)  
Be transparent: tell them what you want, and what the next  
step is.  
(Don't forget to ask for the order, or the response you need!)



### Team

Who are the people behind the offer?  
Why should they believe that you are the people to  
deliver their value?  
What qualities do your people have - both rational  
(skills, experience) and non-rational (character,  
personal qualities) - to convince that you are the  
people to work with?



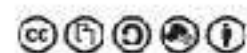
### End statement with Call to Action

Finish the pitch strongly with a clear request for the audience to take action



### Why You?

Why do you care about solving this problem for your customer?  
Has your life been affected by this industry and business?  
Why should your audience have confidence that you will deliver what you promise?



DESIGNED BY: Pitch Professionals  
Developed from an original idea by David Deckert.

**PITCH**  
professionals

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# PAIN

What is the **problem**  
you solve?

What is the **HUMAN**  
**RESULT?**





Lost time?

More cost?


Complex steps?

Irritation?

Lost customers?

Bad reputation?





# PRODUCT

How do you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the product





# UNIQUE

What's **special** and **new** about your proposition?

Any relevant **competitors** to mention?





# TRACTION

Who's already **buying**?

**Recognisable** brands?

**Numbers** of users or customers?





# WHAT'S IN IT FOR THEM?

How does your  
proposition **match**  
their **strategy** and  
**ambitions?**





# WHAT DO YOU NEED? and CALL TO ACTION

**Money?** Advice?

**Introductions?**

Follow Up **Meeting?**



# TEAM

**Who** will make it happen?

Skills? Experience?  
**Character?**





# ONE LAST THING...





# WHY YOU?

What's your  
**personal motivation** to  
offer this proposition?

Your **Enthusiasm**  
Counts!

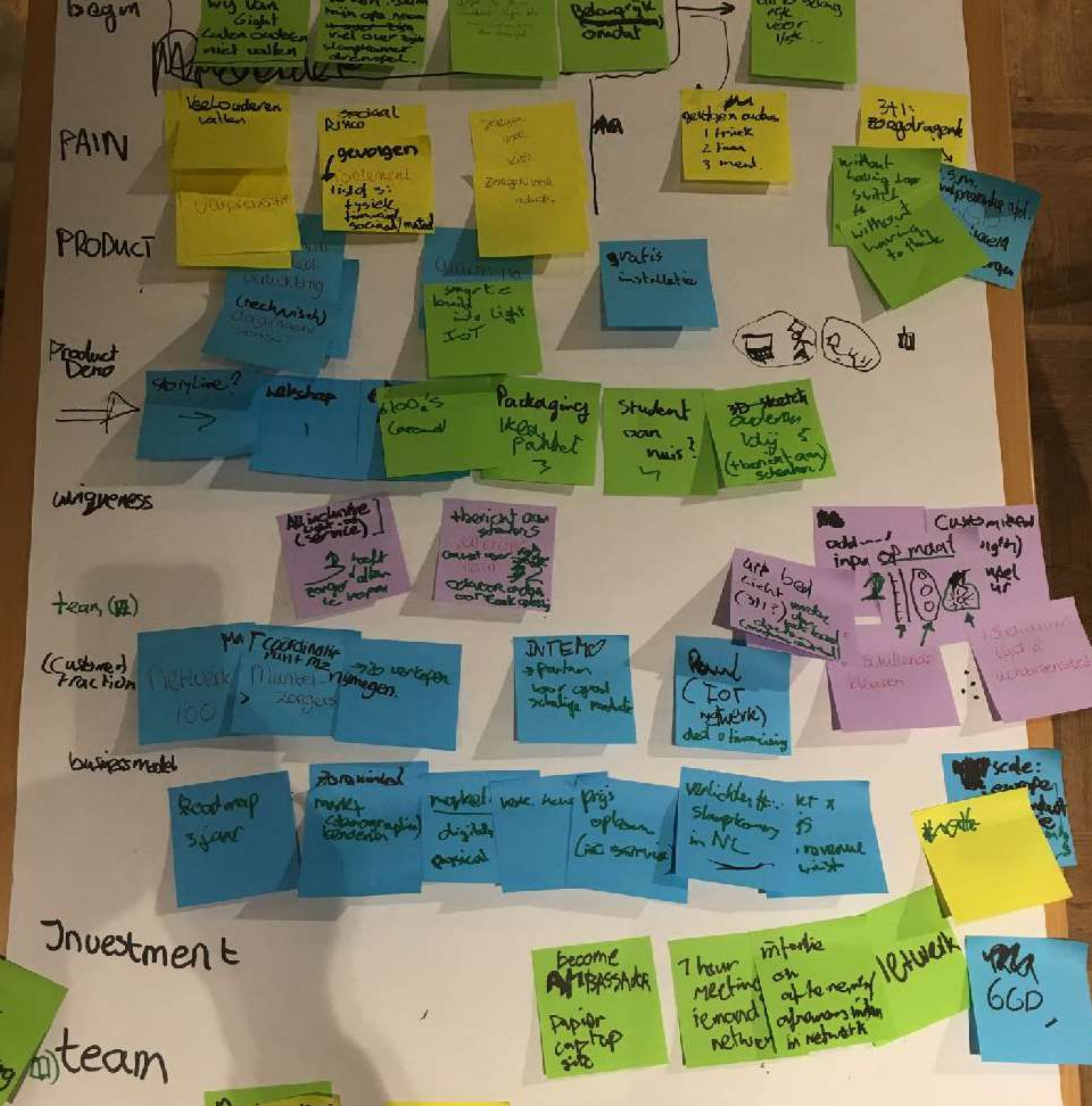


# ACTION STEP

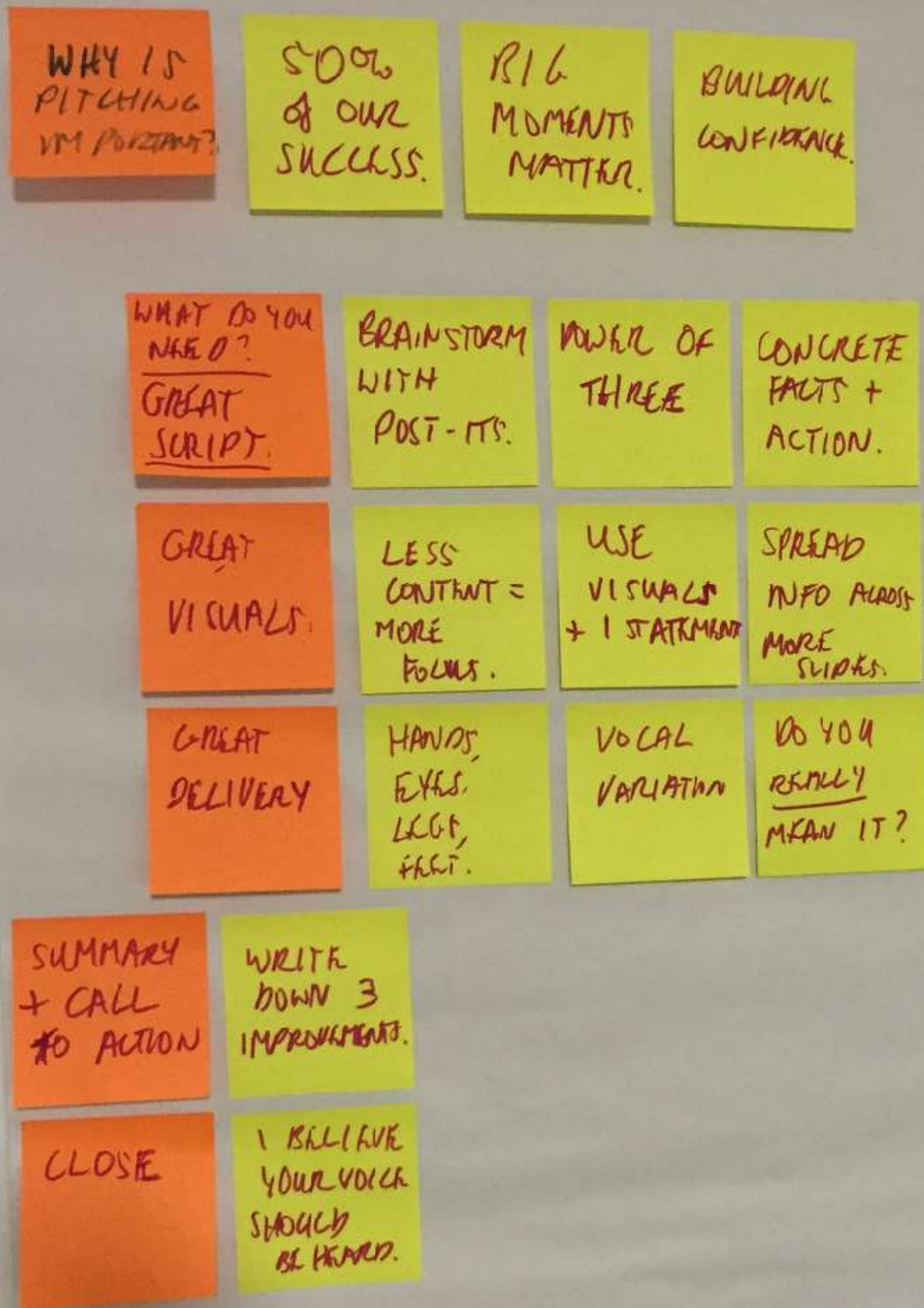
Brainstorm content on Post-Its

Quickly write down  
key words and phrases,  
not full sentences

Don't think too much:  
just write







# ACTION STEP

Brainstorm content on Post-Its

Quickly write down  
key words and phrases,  
not full sentences

Don't think too much:  
just write

Build a **storyline** targeting the  
allowed time, hitting each topic the  
audience is interested in



WHY IS  
PITCHING  
VITAL?  
50%  
OF OUR  
SUCCESS.  
BIG  
MOMENTS  
MATTER.  
BUILDING  
CONFIDENCE.

WHAT DO YOU  
NEED?  
GREAT  
SCRIPT.  
BRAINSTORM  
WITH  
POST-ITS.  
POWER OF  
THREE  
CONCRETE  
FACTS +  
ACTION.

GREAT  
VISUALS.  
LESS  
CONTENT =  
MORE  
FOCUS.  
USE  
VISUALS  
+ 1 STATEMENT  
SPREAD  
INFO ACROSS  
MORE  
SLIDES.

GREAT  
DELIVERY  
HANDS,  
EYES,  
LEGS,  
FEET.  
VOCAL  
VARIATION  
DO YOU  
REALLY  
MEAN IT?

SUMMARY  
+ CALL  
TO ACTION  
WRITE  
DOWN 3  
IMPROVEMENTS.

CLOSE  
I BELIEVE  
YOUR VOICE  
SHOULD  
BE HEARD.

# ACTION STEP

Say it **out loud** - have you got  
**spoken** language or **written**  
language?



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# QUESTIONS?

Please ask  
**IN THE CHAT**



# The Open-3-Close© Pitch Model



Who is your  
**AUDIENCE**



Establish your  
**OBJECTIVE**



**BRAINSTORM**  
with Post-It Notes

**Opening**





Make the first word count  
**OPEN POWERFULLY**





The first 20  
seconds buys  
**ATTENTION**



Is this person  
**PROFESSIONAL?**

Do I want or need to  
**KNOW MORE?**



# Quantify the **PROBLEM**



mobypark





mobypark

20

Minutes

30

Percent

1

Year



Add some

# EARLY TRACTION





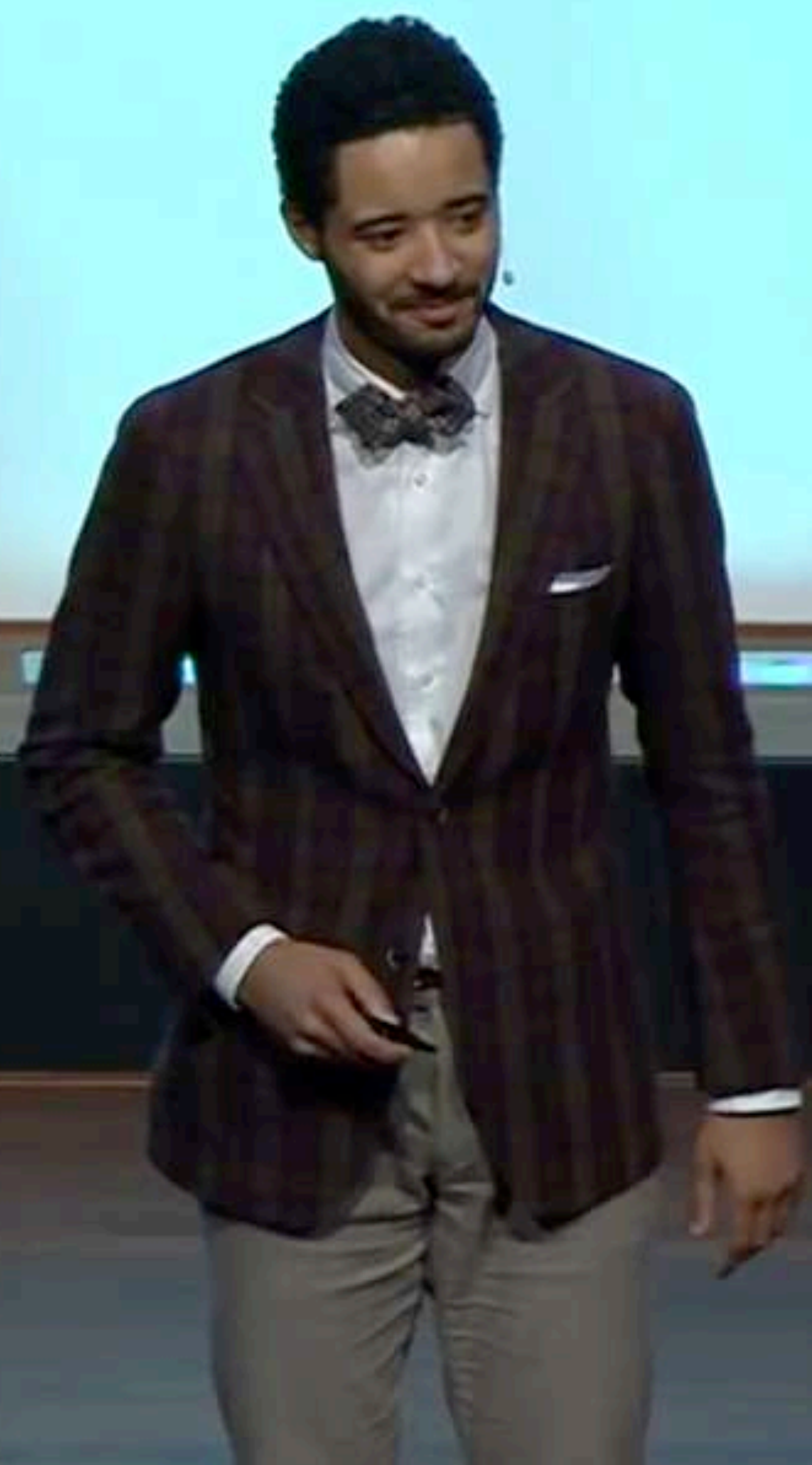




Simply be  
**PROFESSIONAL**

**SADDL**







Is this person  
**PROFESSIONAL?**

Do I want or need to  
**KNOW MORE?**





# ACTION STEP

## Review your brainstorm

Write down your  
**opening** 3-4 sentences





# FEEDBACK

Which **ONE** thing stood out?

Which **ONE** thing did you  
**NOT** understand?

One **FRIENDLY** piece of  
advice for improvement

## ACTION STEP

**Review your brainstorm**

Write down your  
**opening** 3-4 sentences

Test them **out loud** on  
someone else



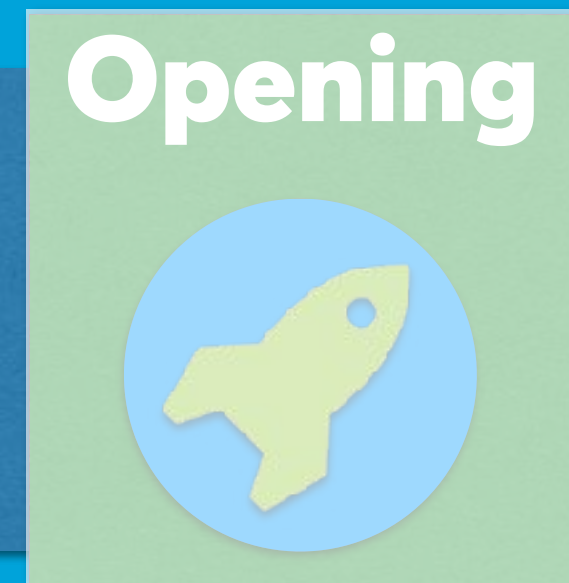
A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in a dark, almost black color, creating a high-contrast effect against the lighter background. The person's eyes are visible on the left side, looking towards the camera.

# QUESTIONS?

Please ask  
**IN THE CHAT**



# The Open-3-Close© Pitch Model



**THE POWER OF THREE**



Making your story

# **FOCUSED & MEMORABLE**



# The Power of **THREE**





The Threes are  
**IN THE AIR**



# READY, STEADY, GO





# LIGHTS, CAMERA, ACTION





# BEGINNING, MIDDLE, END





How do you apply  
**THE POWER OF THREE?**



# Break your product down into **THREE BIG QUALITIES**

**FASTER**

**LOWER  
COST**

**MUCH  
EASIER  
TO USE**



Break the whole pitch into

# **THREE BIG CHAPTERS**

**PROBLEM**

**SOLUTION**

**EASY TO  
IMPLEMENT**





# ACTION STEP

If you could only tell them **three** things, what would you tell?

## STEP ONE

Choose **THREE** big things you want them to remember.

## STEP TWO

Write down **1-2 sentences** for each item



# The Open-3-Close© Pitch Model







Finish like a true  
**PROFESSIONAL**



# The art of **ONLINE PRESENTING**

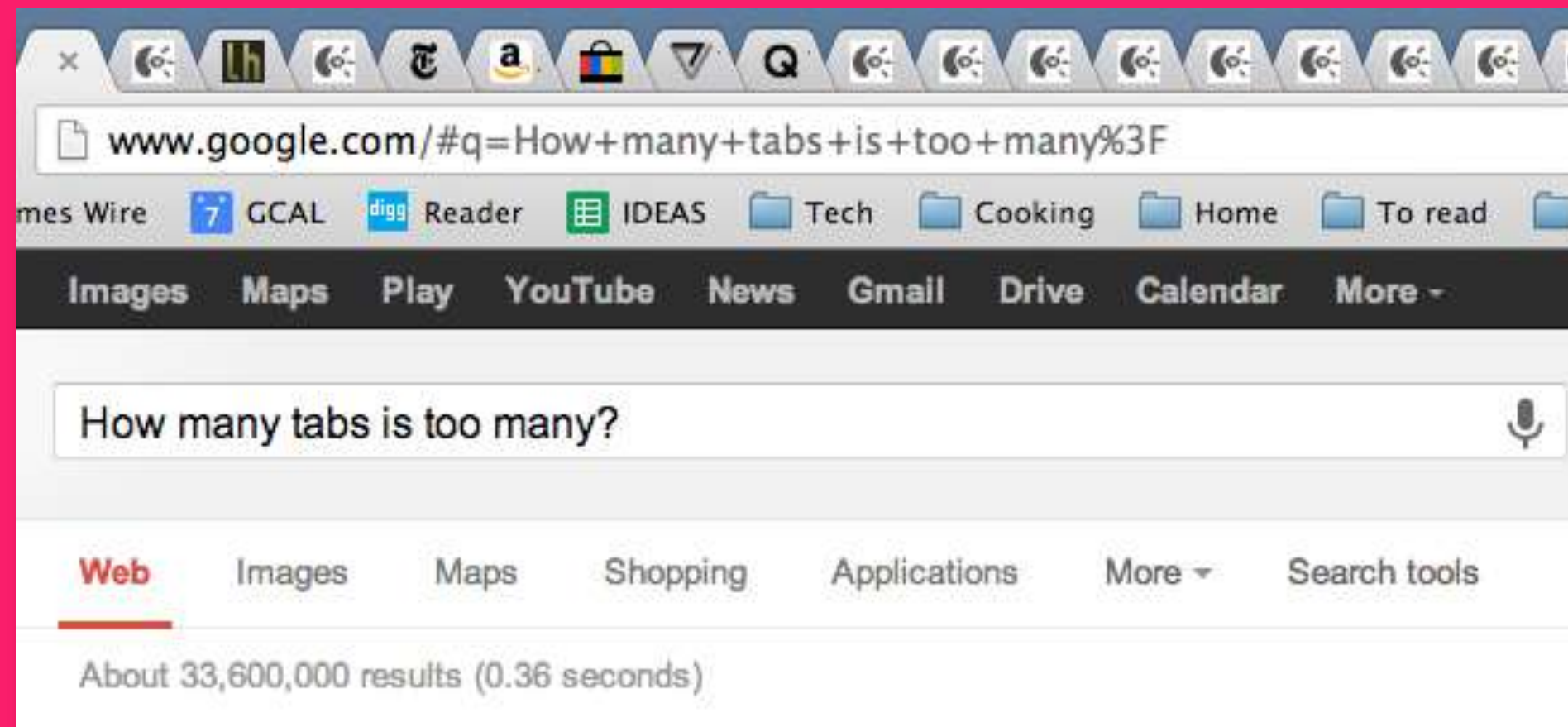
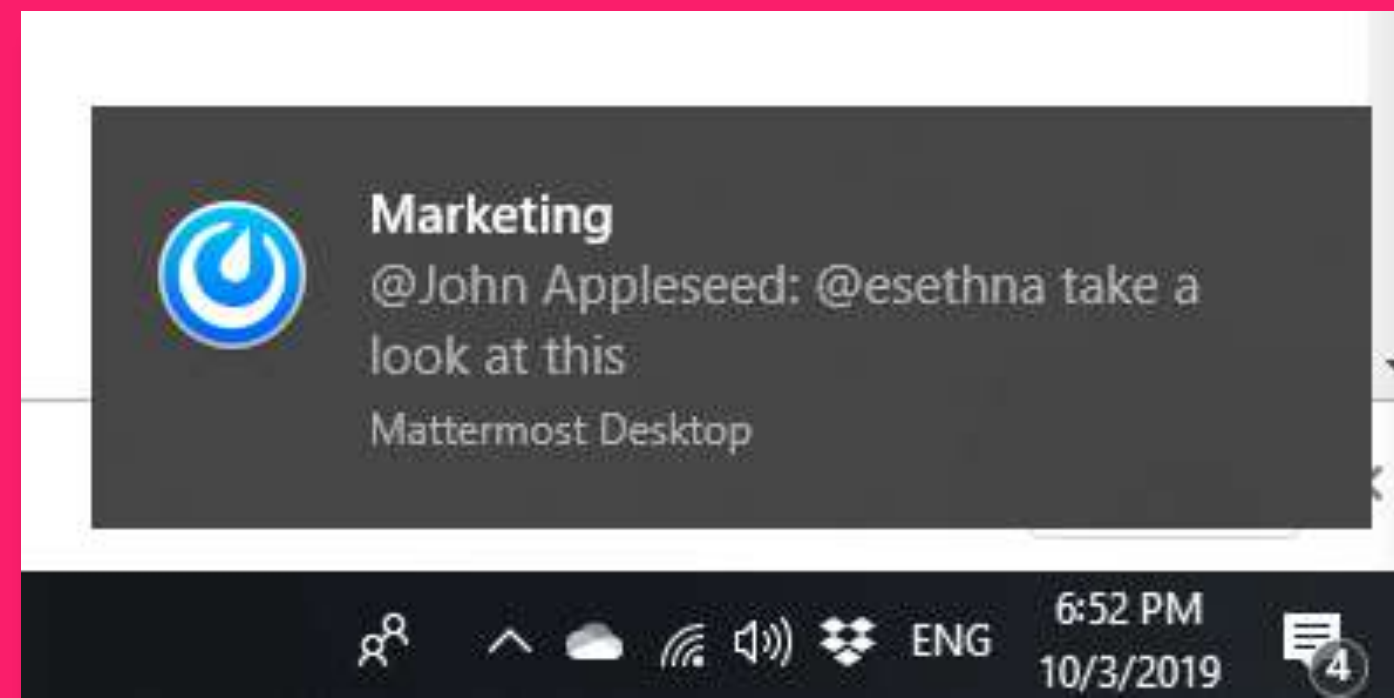


# CLOSE ALL DISTRACTIONS

**Notifications** off

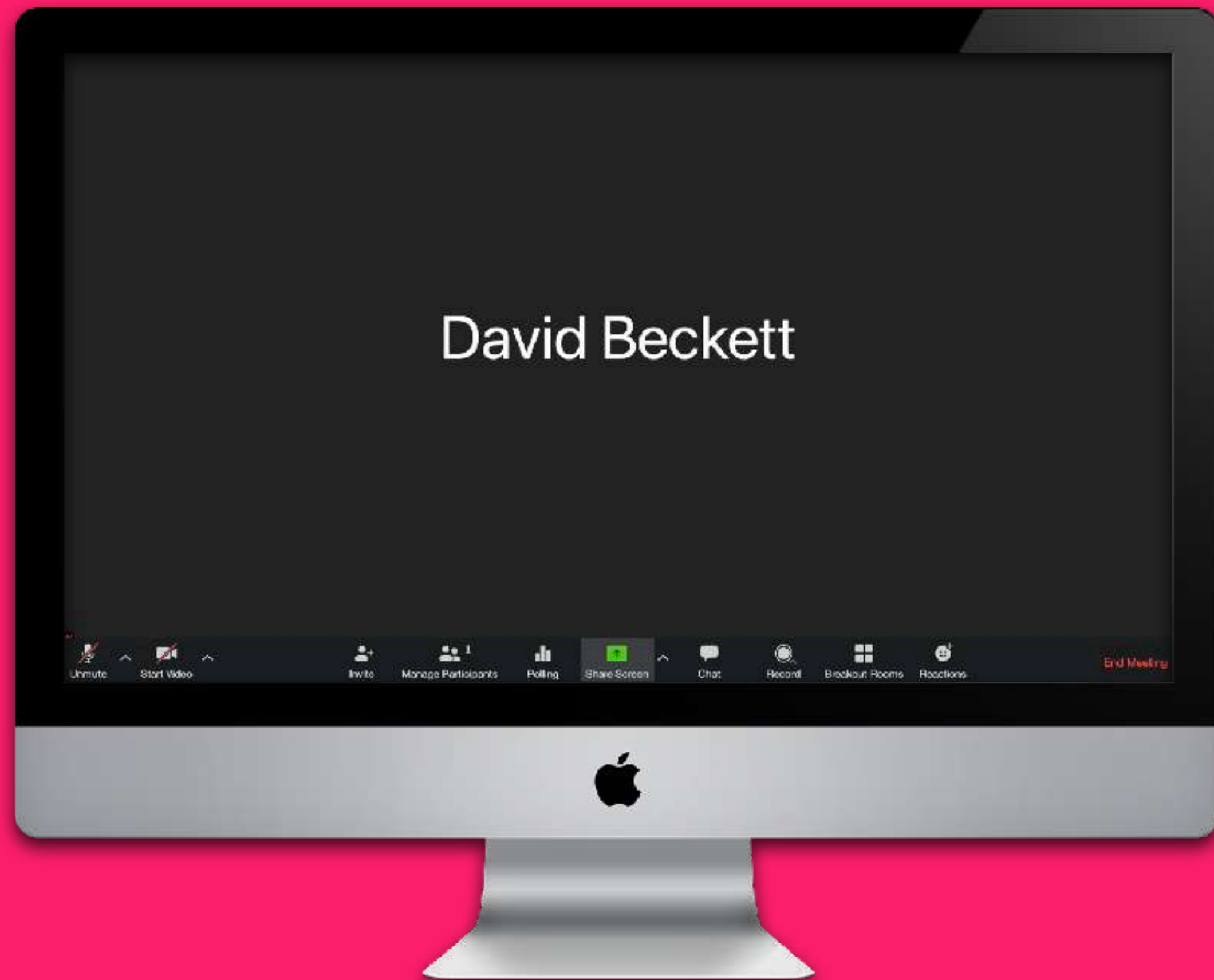
Close all those  
internet **tabs**

Close unnecessary  
**programs**





# VIDEO ON



Sometimes it's **easier**  
not to be seen

Seeing each other  
creates a **bond**



# CAMERA POSITION

Avoid looking **down**  
on the audience

Adjust to look  
**at the camera**  
if possible







# TIDY UP YOUR BACKGROUND

Think about the  
**message** you want to  
deliver

Homely? **Professional?**

**Virtual** Background

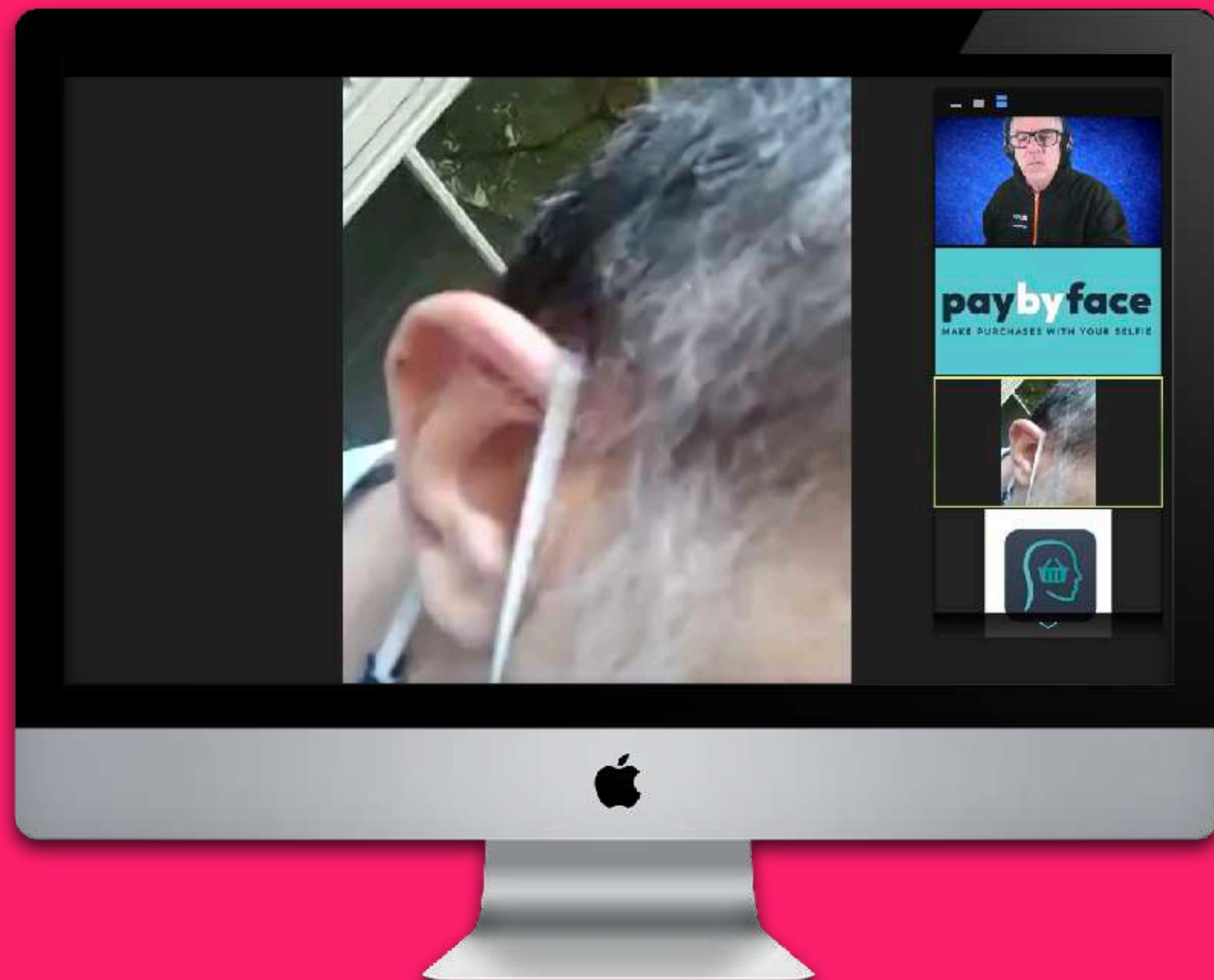


# THINK ABOUT LIGHTING...

They need to be able  
to see your facial  
**expression**







**Here's one  
that went  
wrong...**



# NEW! SIZE OF FACE ON CAMERA

BUSINESS  
INSIDER

HOME » INTERNATIONAL » AFRAID OF THE PERSON IN THE MIDDLE OF YOUR ZOOM CALL? YOU'RE NOT ALONE. RESEARCH

**Afraid of the person in the middle of your Zoom call? You're not alone. Researchers say large faces in video meetings can trigger a 'fight or flight' response.**



Tyler Sonnemaker

🕒 23 apr 2020

Big faces cause  
**Fight Or Flee!**



# NEW! SIZE OF FACE ON CAMERA



Big faces cause  
**Fight Or Flee!**



# NEW! SIZE OF FACE ON CAMERA



Adjust your camera so  
that you have a  
**friendly** appearance





# HOW WE SIT

Powerful? Powerless?

Interested?  
Not Interested?





# VIDEO ON



**Smiles** & Laughter

**Gestures** & Nods

Facial **Expression**





# CLOTHING CHOICES

We feel most **authoritative**, trustworthy, and competent in **formal** business attire but **friendliest** in casual or business casual clothes.





# CLOTHING CHOICES

Clear **connection** between clothing worn and **self-perceptions** of productivity, trustworthiness, **creativity**, and friendliness.



PRO TIP

# Use a **CLICKER**



Avoids the  
**'click-click-click'**  
when moving from  
slide to slide



A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in a dark, textured font, appearing to float within the bokeh. The person's eyes are visible on the left side of the frame.

# QUESTIONS?

Please ask  
**IN THE CHAT**



You have most effect with your  
**VOICE**





What do you want them to  
**THINK AND FEEL?**





"Antony said that his  
boss did not commit a  
fraudulent act."



"Antony **said**  
that his boss  
did not commit  
a fraudulent  
act."

"Antony said  
that **his** boss  
did not commit  
a fraudulent  
act."



"Antony said  
that his boss  
did **not** commit  
a fraudulent  
act."

"Antony said  
that his boss  
did not commit  
a **fraudulent**  
act."





Say it  
**OUT LOUD**



How many  
**WORDS PER MINUTE?**

**150 Words  
Maximum**





# How many **WORDS PER MINUTE?**

**130-140 Words  
Per Minute!**





To improve your voice

# RECORD YOURSELF PRESENTING





**What you've seen is...**

(a 3-point, one sentence summary)

**If we win, we'll change ...**

(one sentence of your impact)

**I believe in this idea because...**

(a personal statement of what you believe)



# THANK YOU!

=

# I've finished, you can clap now!



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# QUESTIONS?

Please ask  
**IN THE CHAT**



# Pitch tools and **RESOURCES**



**[best3minutes.com/jongrabo](https://best3minutes.com/jongrabo)**



FREE



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](https://tiny.cc/pitchworkshop)

W best3minutes.com E david.becken@best3minutes.com  
TW @best3minutes U linkedin.com/in/davidbeckentpresentationcoach

David Becken



5

## Biggest Pitching Mistakes To Avoid



### Thanks for joining the recent Pitch workshop!

Here's a quick checklist of mistakes that are regularly made during pitches.  
These are the errors to avoid: be sure they don't happen for you!  
Add these tips to the great tools you've learned already, 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](https://tiny.cc/pitchworkshop)

W best3minutes.com E david.becken@best3minutes.com  
TW @best3minutes U linkedin.com/in/davidbeckentpresentationcoach

David Becken



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](https://tiny.cc/pitchworkshop)

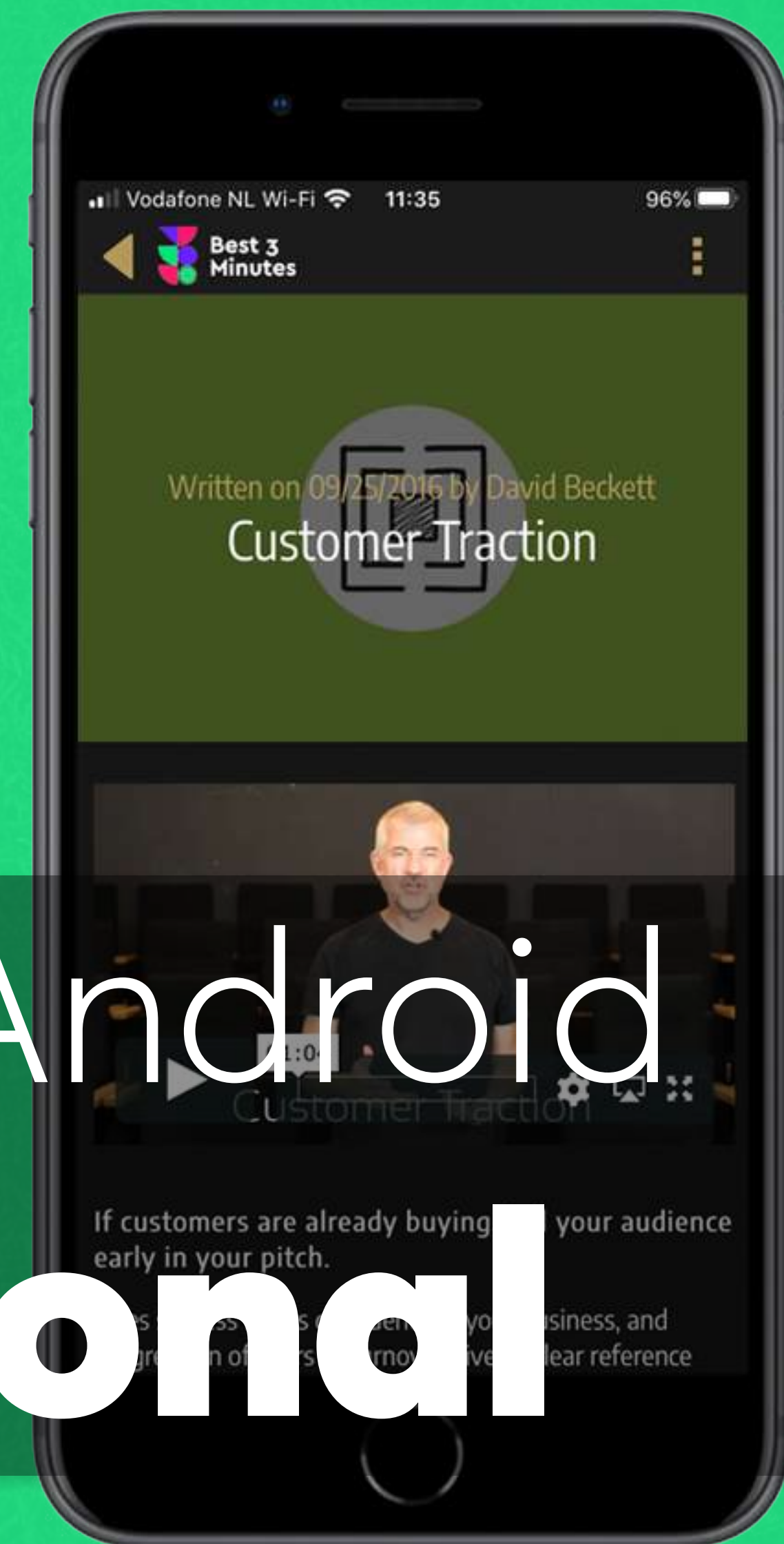
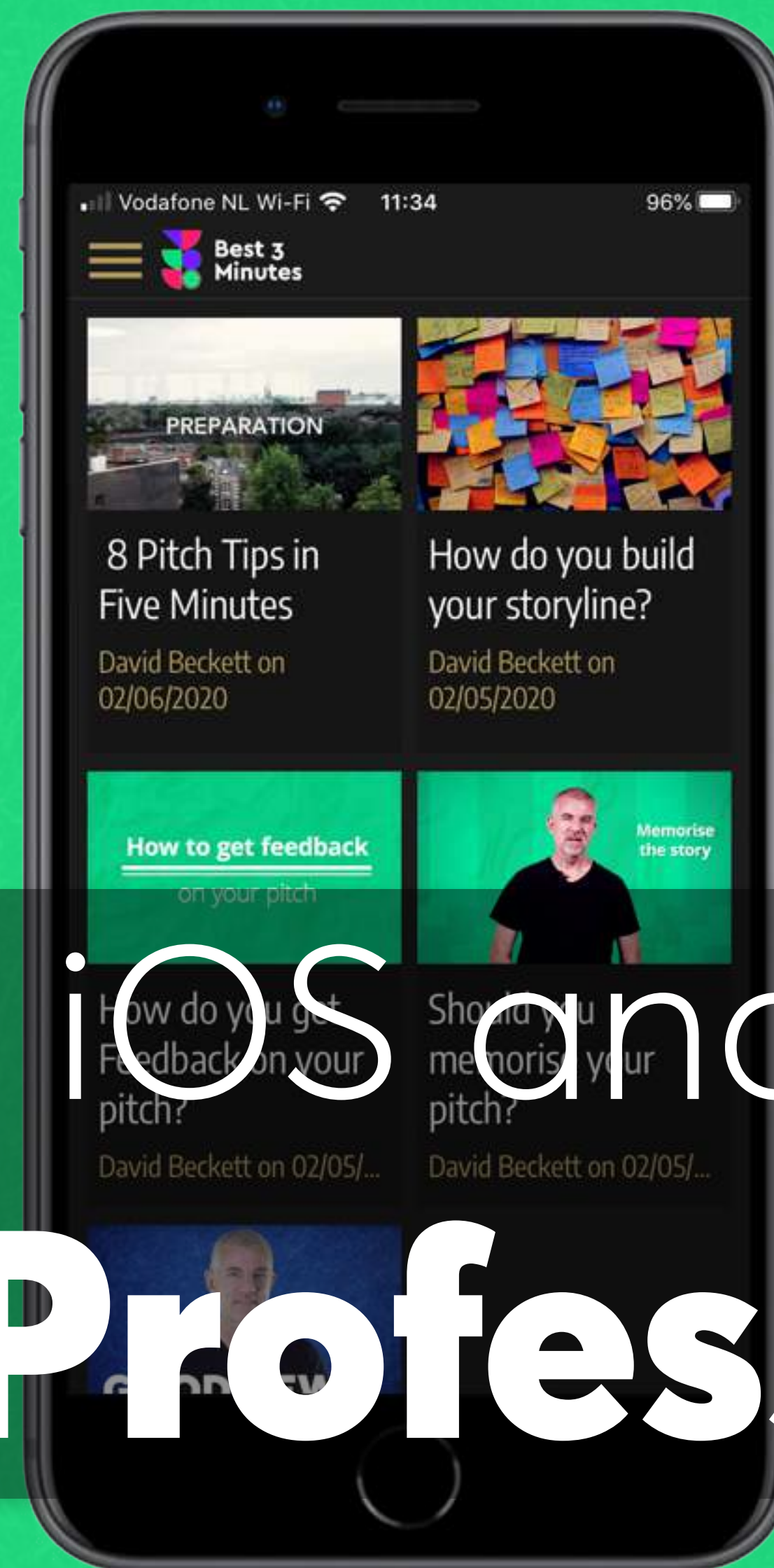
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David Becken

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**FREE**



# The App: iOS and Android

# PitchProfessional

[best3minutes.com/jongrabo](https://best3minutes.com/jongrabo)



**FREE**

# tiny.cc/pitchworkshop



**best3minutes.com/jongrabo**





## Blue Moon Pitch

Written by  
David Beckett



# David Beckett

**Best3minutes.com**

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Blue Moon Pitch

written by  
David Beckett

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