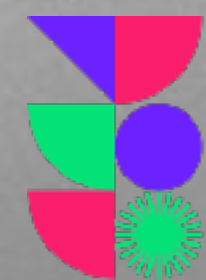


Pitch Coach
Creator of The Pitch Canvas©
Co-founder of Pitchy

David Beckett

best3minutes.com



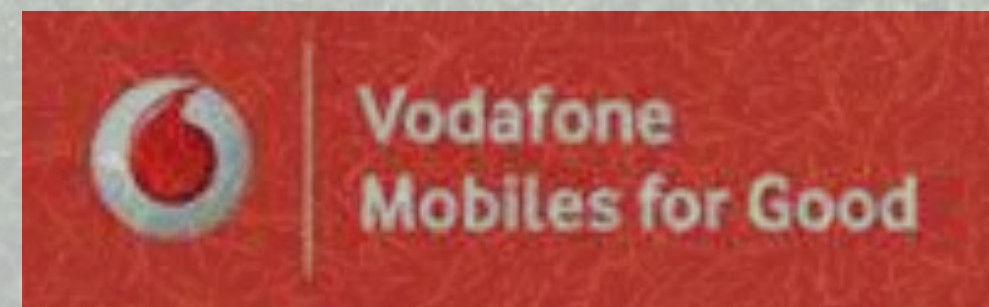
Best 3
Minutes

Coached 1100+ Startups
RAISED OVER €295MILLION



29 Countries

TRAINED 16,000+ PEOPLE



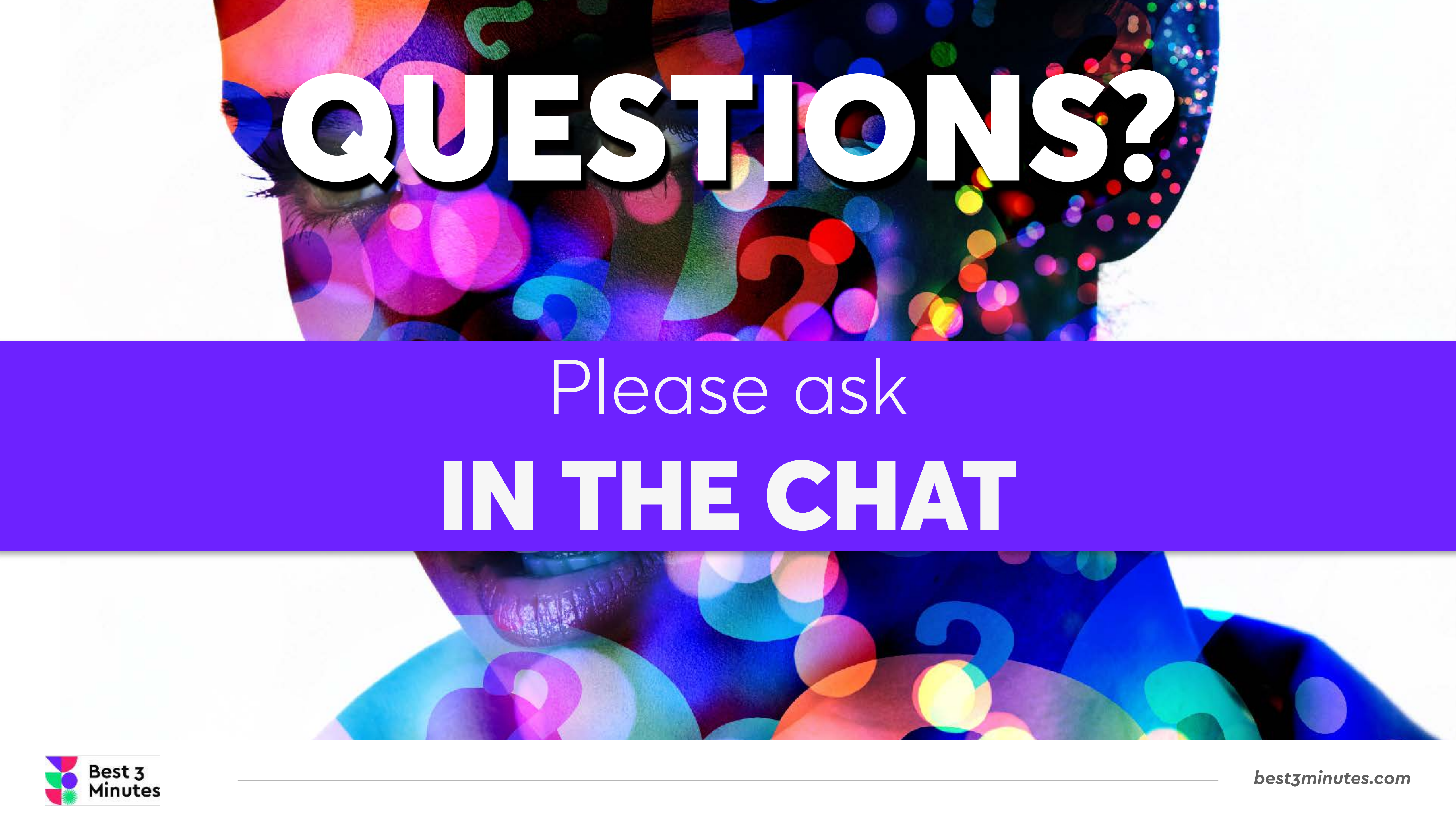
Trained 30+ TEDx Speakers

CERN, AMSTERDAM, MUNICH



**GREAT IDEAS
NEED A VOICE**



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 different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

QUESTIONS?

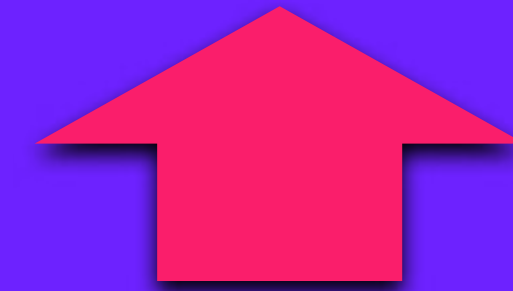
Please ask
IN THE CHAT



This is a **DO**
workshop
not just a think session



ACTION STEP



this means
I'm going to ask you
to do something!



ACTION STEP

IMAGINE:

You join an online call
and are asked:

"Give us a brief introduction"

Pitch yourself in
30 Seconds

No Other Instructions

LET'S DO IT!



ACTION STEP

IMAGINE:

You join an online call
and are asked:

"Give us a brief introduction"

Pitch yourself in
30 Seconds

No Other Instructions

LET'S DO IT!



Who are we
pitching to?

Why are we
pitching?

What should we
pitch?

The most frequent pitch

YOU WILL EVER MAKE

25 Seconds - 4 sentences

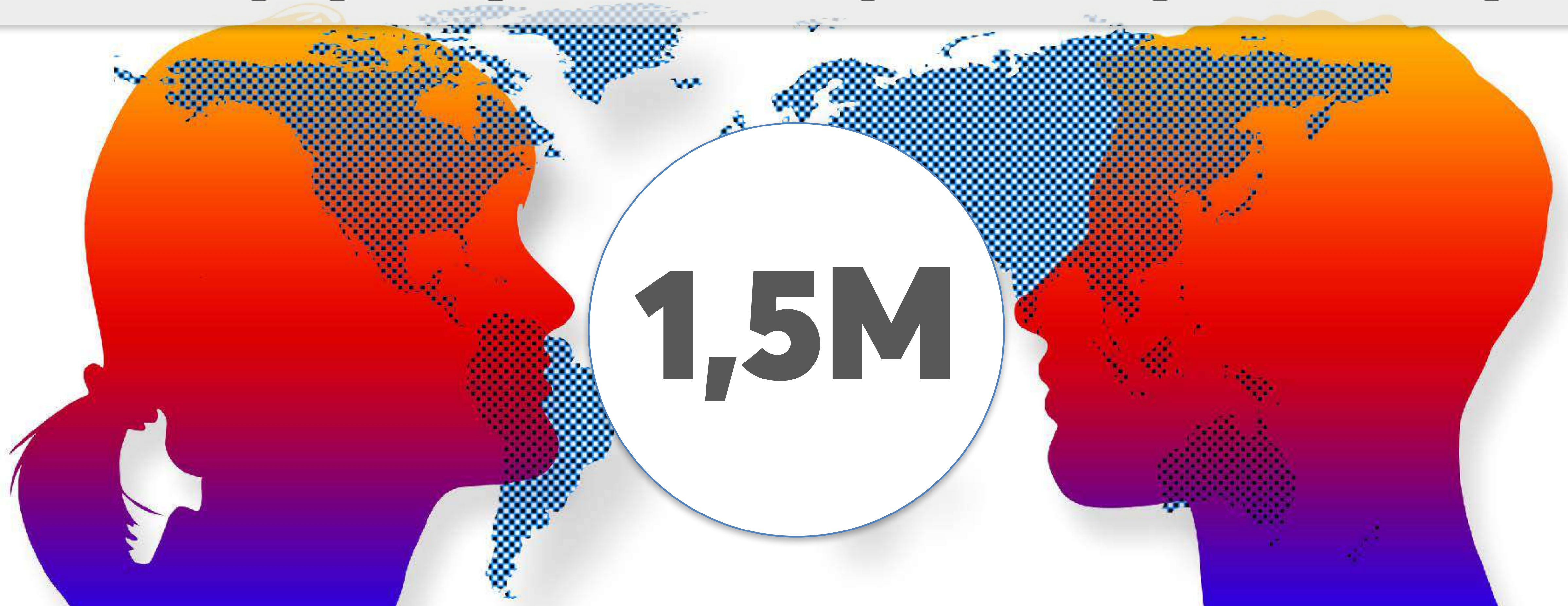
THE HANDSHAKE



PRE-CORONA!

25 Seconds - 4 sentences

THE CORONA DISTANCE PITCH





ACTION STEP

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

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



ACTION STEP

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

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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



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 Intro Pitch:
25 seconds, 4 sentences

What do **you** do?

What kinds of **customers**?

What **problems** do they face?

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

WELCOME BACK

Think it
through

Write it
down

Say it
out loud

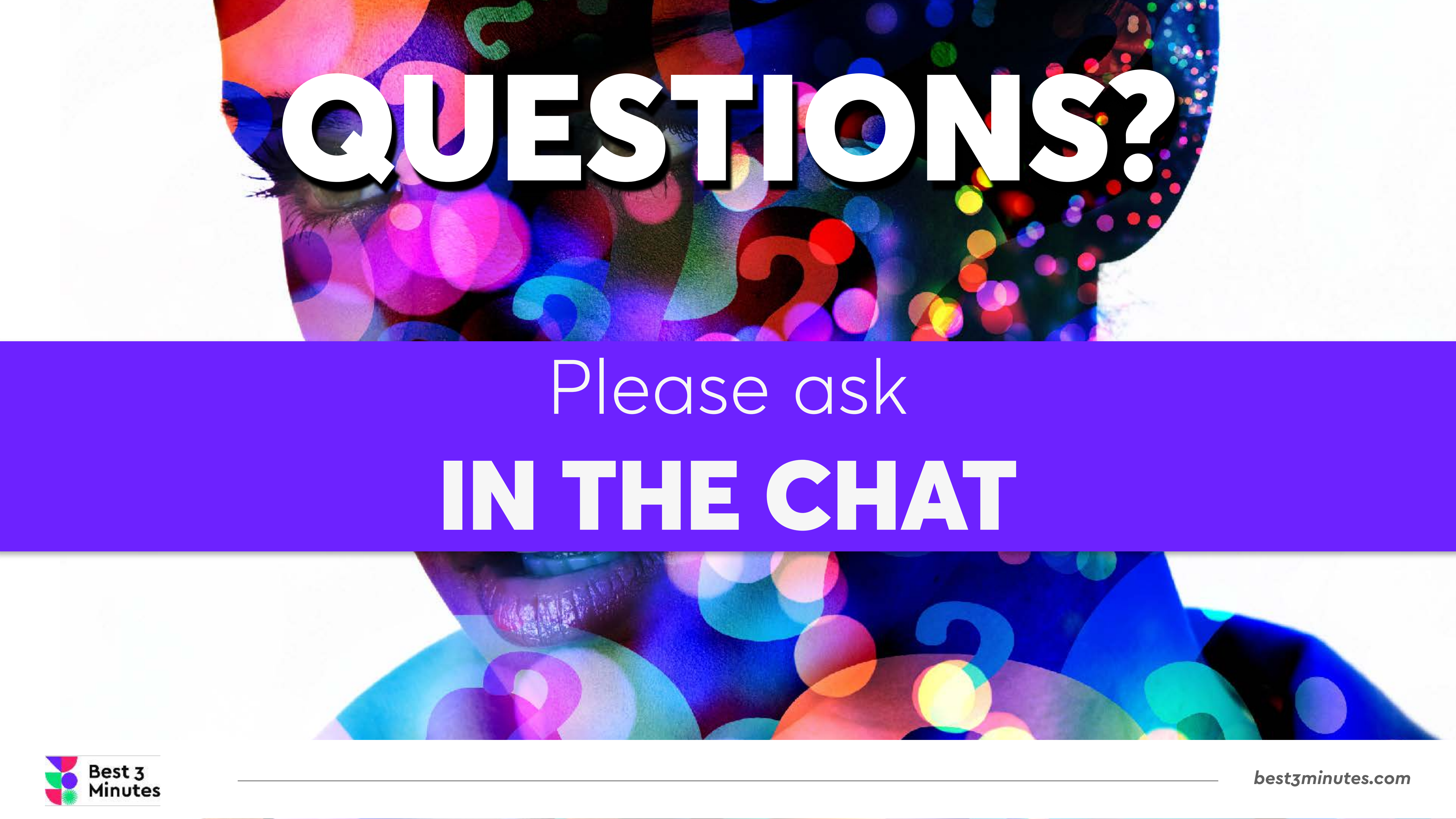
GET FEEDBACK

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 different colors, including green, 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



1 MINUTE

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



LEARN FROM TED

How do **TEDx**
speakers create their
story?

How can I **apply** that
in **my** work?



WHO'S YOUR AUDIENCE?

What do they
care about?



WHAT'S YOUR OBJECTIVE?

What do you
want them to
do?

ACTION

1

They focus on
ONE BIG IDEA

TED

IDEAS WORTH **SPREADING**

**"WHAT'S YOUR
IDEA WORTH
SPREADING?"**



Kate Stafford

TED.com 1,3MILLION VIEWS

**We can HEAR
the sound of
climate change**

Sean Follmer

TED.com 1,6MILLION VIEWS



**What will the world
look like when we move
beyond the keyboard and
mouse?**

Here's my take on 'One Big Idea'

One Big Idea

WITH 3 COMPONENTS

PART 1

PART 2

PART 3



ACTION STEP

Think about the talk you wrote down earlier on

What's the **biggest message** you want to land?

Which **three parts** are there to that message?



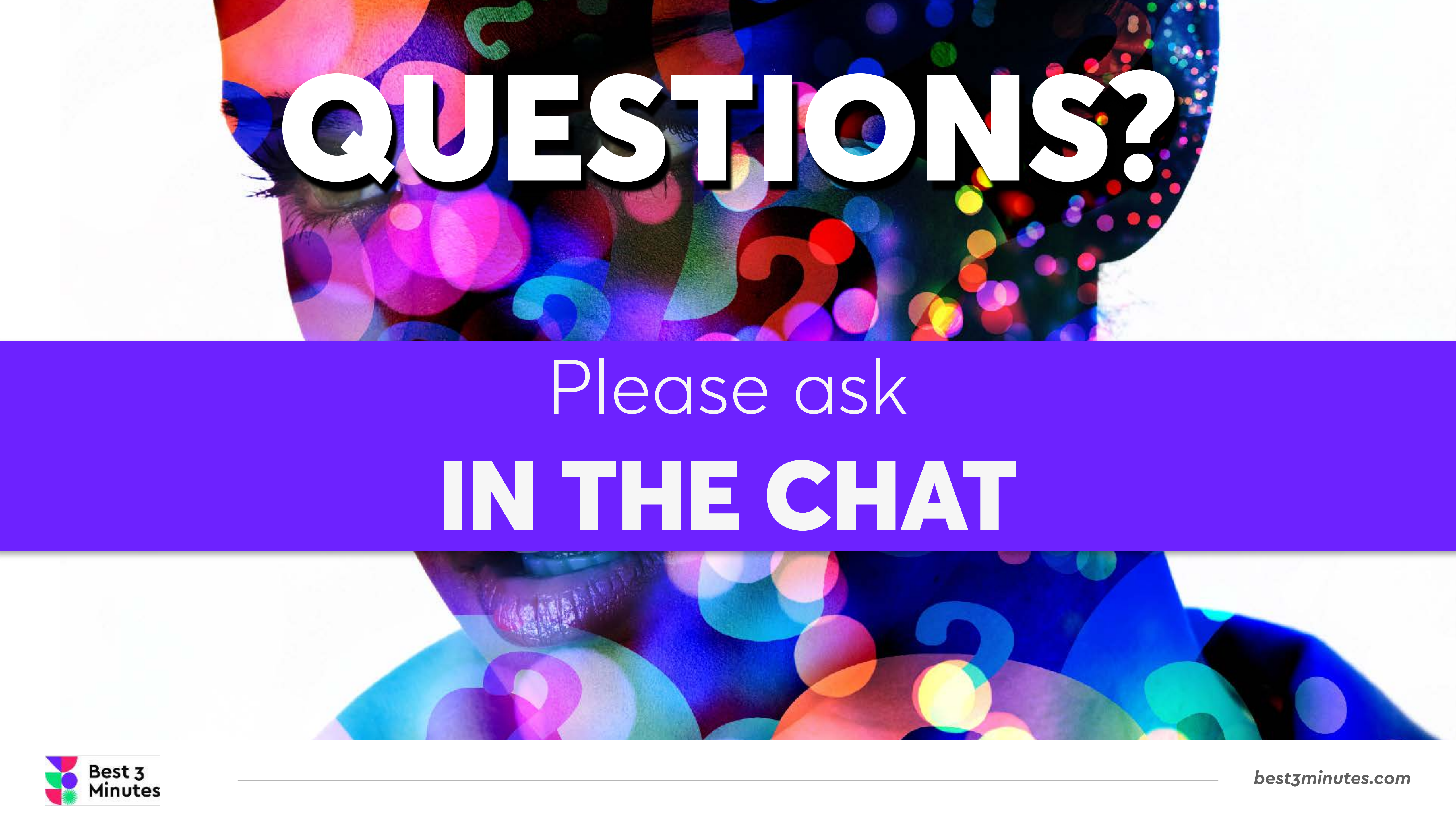
2 MINUTES

ACTION STEP

Think about the talk you wrote down earlier on

What's the **biggest message** you want to land?

Which **three parts** are there to that message?

A woman's face is shown in profile, looking down. The image is heavily stylized with a dense overlay of colorful bokeh lights in shades of pink, purple, blue, and yellow. Large, semi-transparent question marks are scattered across the image, particularly around the woman's face and the central text area.

QUESTIONS?

Please ask
IN THE CHAT

2

How does a TEDx speaker create
THEIR STORYLINE?





STOP!!!

Don't Open **POWERPOINT**



Use
POST-IT
NOTES
To Build Your
Storyline

BRAINSTORM

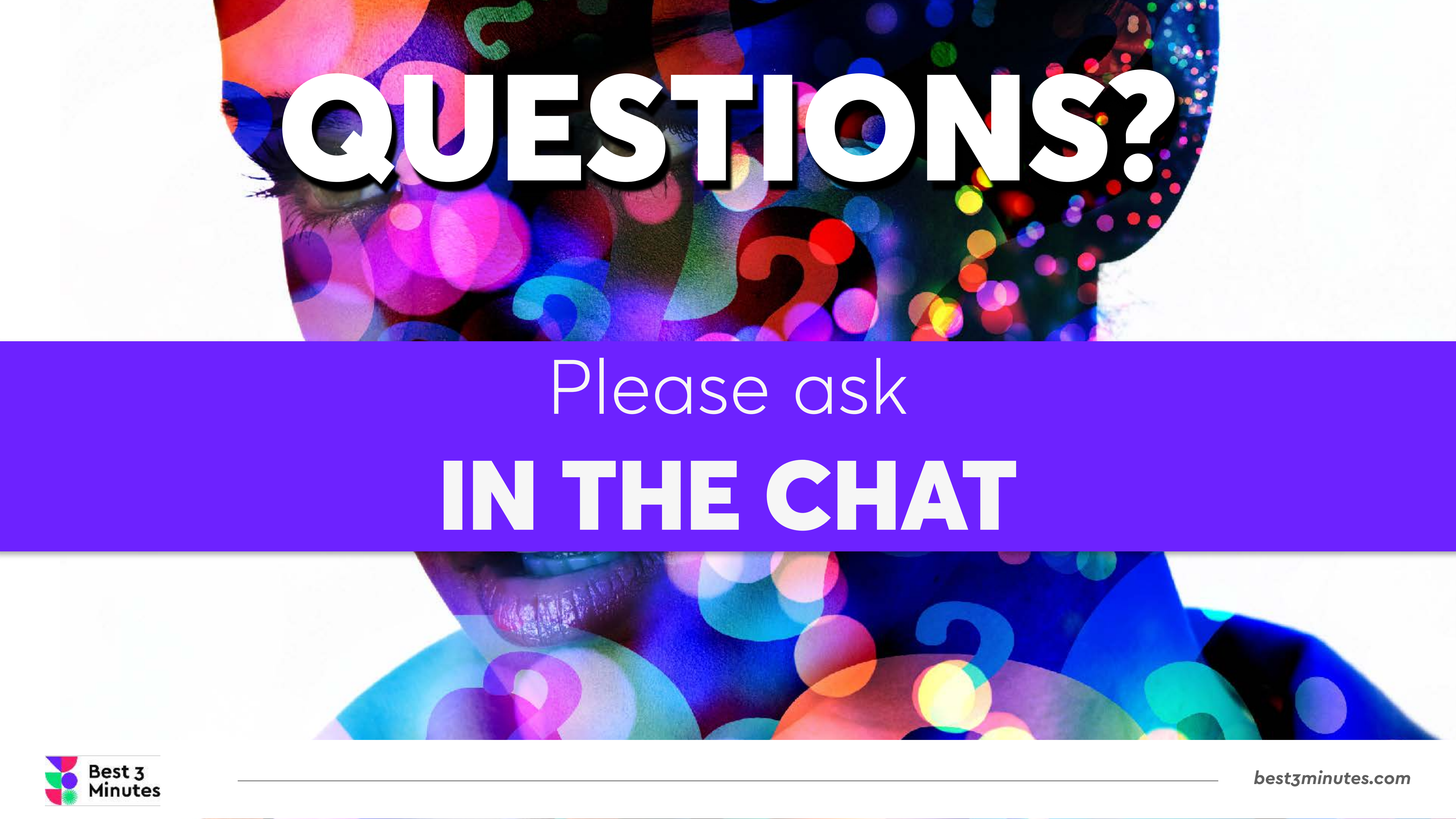
Get the ideas out of
your head

Take a step back:
what are the

BIG ISSUES?

Organise around

**CHAPTER
HEADINGS**

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 one of curiosity and inquiry.

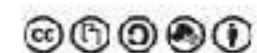
QUESTIONS?

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's 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? Photos? 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 case.	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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THE PITCH CANVAS© FOR COMPANIES Copies Available



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

A photograph of a field of yellow flowers, likely rapeseed, with a single red flower in the foreground. The red flower is in sharp focus, while the yellow flowers in the background are blurred.

UNIQUE

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



PROOF

How can you **show**
your proposition **will**
work?

Success in other parts
of the **organisation?**



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!

Brainstorm content on Post-Its

Don't think too much: just write

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

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.

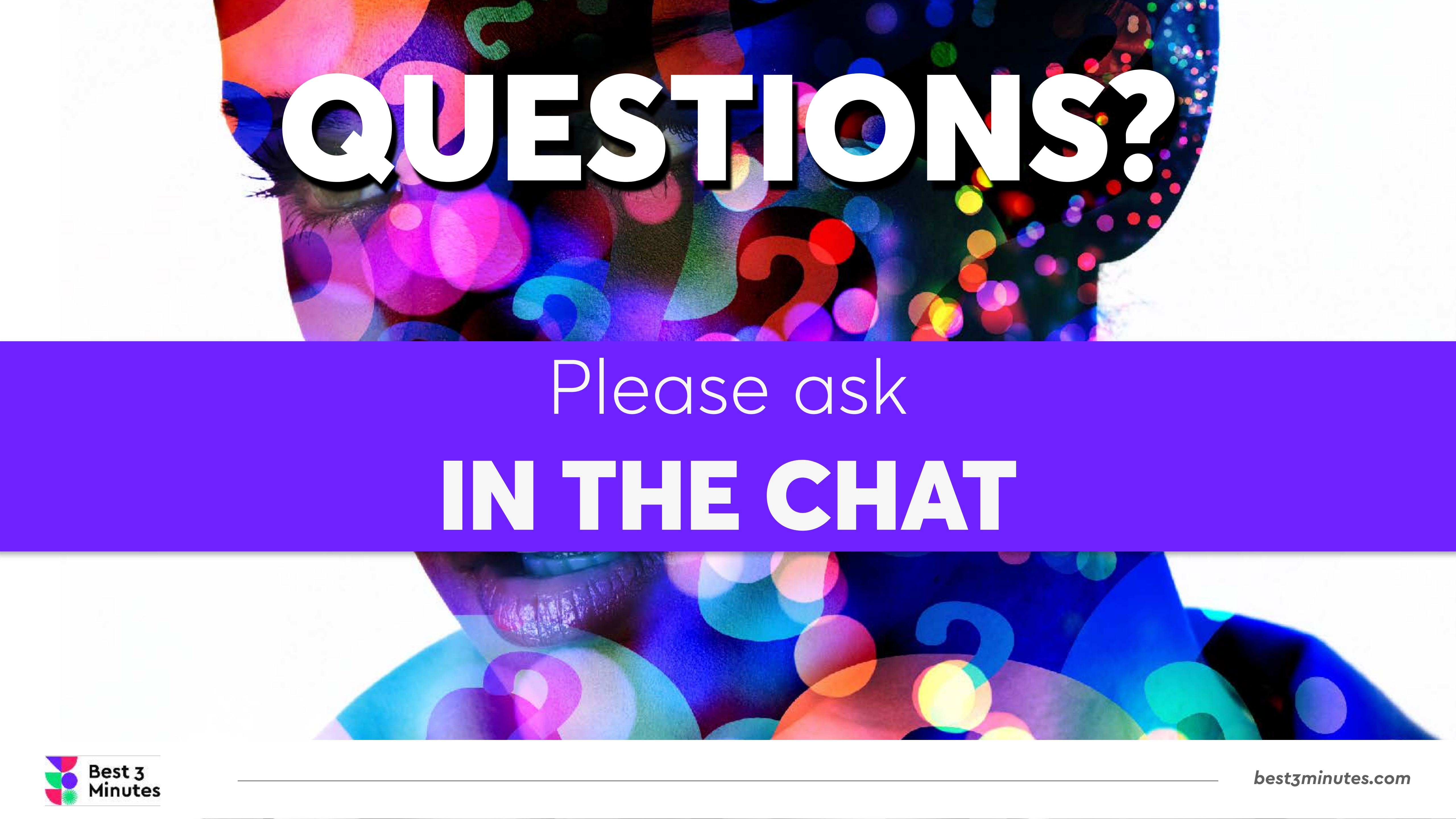
GREAT
DELIVERY
HANDS,
EYES,
LEGS,
FEET.
VOCAL
VARIATION
DO YOU
REALLY
MEAN IT?

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?

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 similar color palette. The person's eyes are visible on the left side of the frame.

QUESTIONS?

Please ask
IN THE CHAT

3

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?

Start with a (digital)
QUESTION



TED: Kelly McGonigal (2013 Global)

Quantify the **PROBLEM**



mobypark



mobypark

20

Minutes

30

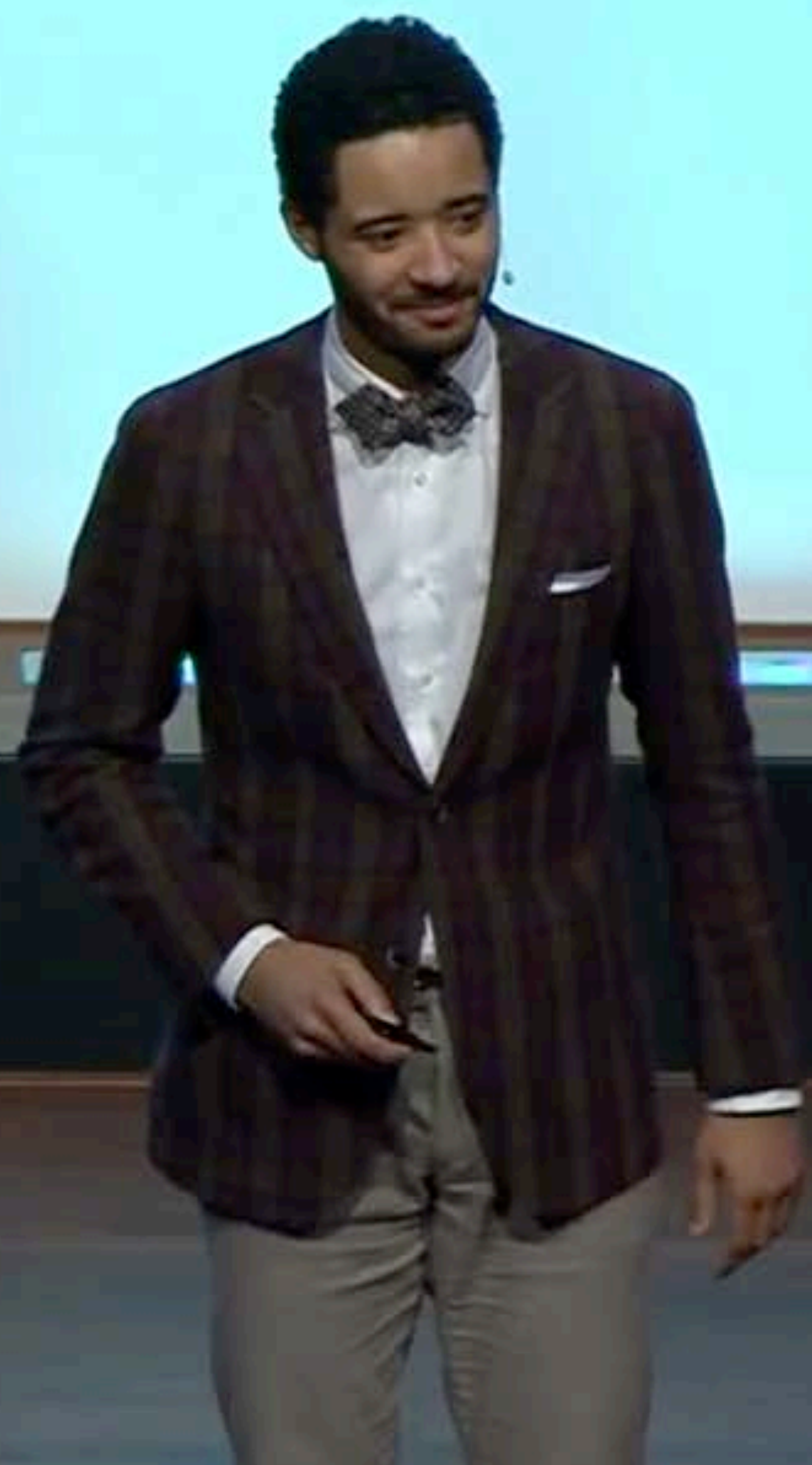
Percent

1

Year

Simply be
PROFESSIONAL

SADDL



Is this person
PROFESSIONAL?

Do I want or need to
KNOW MORE?



3 MINUTES

to write it down

ACTION STEP

**Refer back to the talk you plan
to give**

Write down your
opening 3-4 sentences



3 MINUTES

to write it down

ACTION STEP

**Refer back to the talk you plan
to give**

Write down your
opening 3-4 sentences



5 MINUTES

FEEDBACK

Which **ONE** thing stood out?

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

One **FRIENDLY** piece of
advice for improvement

ACTION STEP

Refer back to the talk you plan
to give

Write down your
opening 3-4 sentences

Test them **out loud** on
someone else

WELCOME BACK

How to present **DATA**

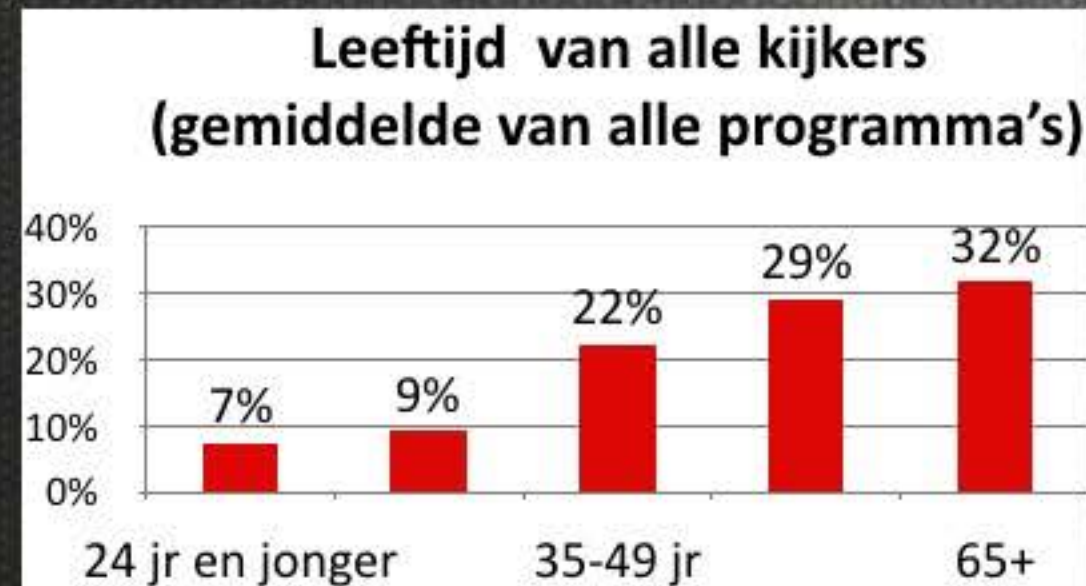
I recommend no more than...

3 DATA POINTS

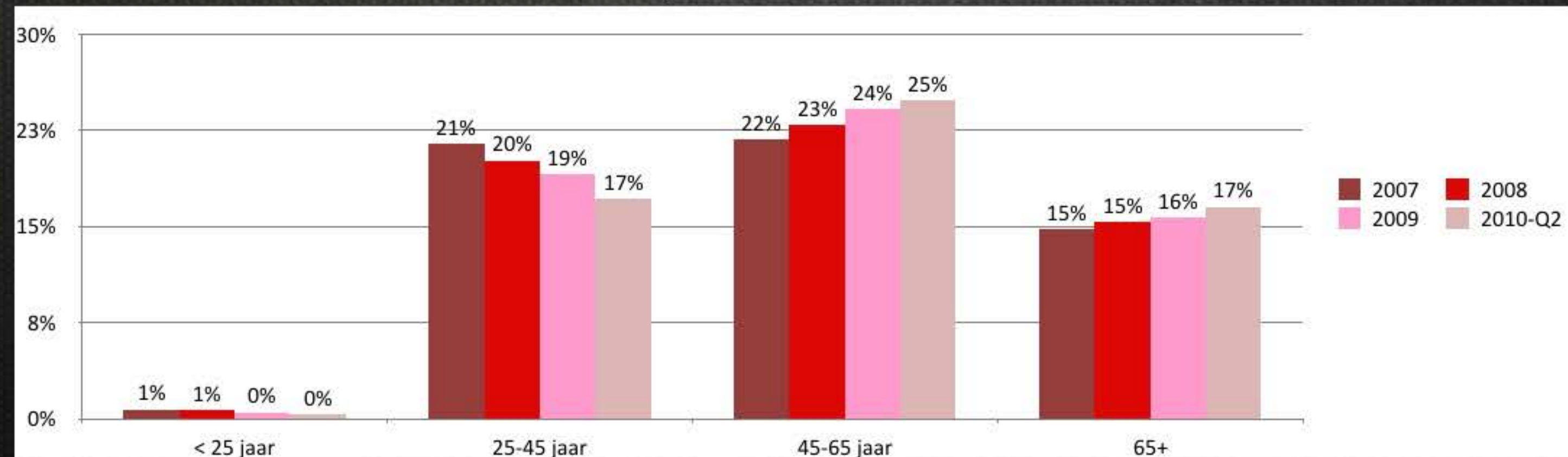
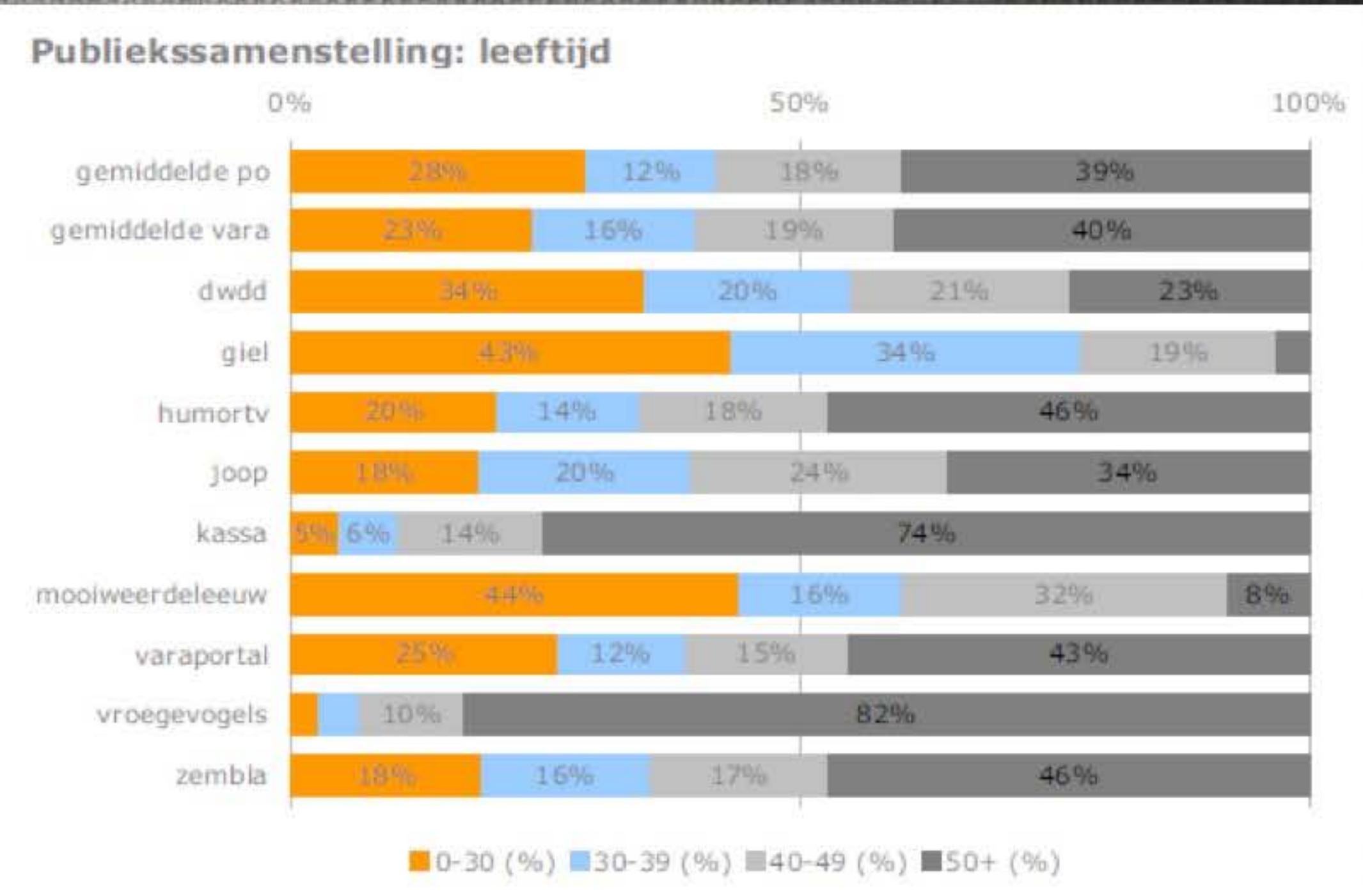
Who to Target?

Finally they must become a member

Use the top 3-4 programs, appealing to different audiences, to leverage alliance



Forget Converting the Youth!





mobypark

20

Minutes

30

Percent

1

Year



400
ACTIVE WEBSHOPS



100.000,-
MONTHLY REVENUE



100.000
PACKAGES IN TOTAL



6%
WEEKLY GROWTH





400
ACTIVE WEBSHOPS



100.000
PACKAGES IN TOTAL





100.000,-
MONTHLY REVENUE

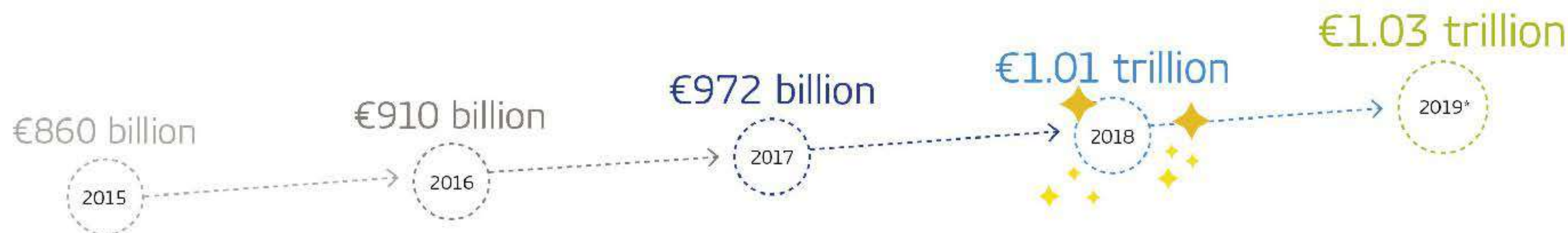


6%
WEEKLY GROWTH

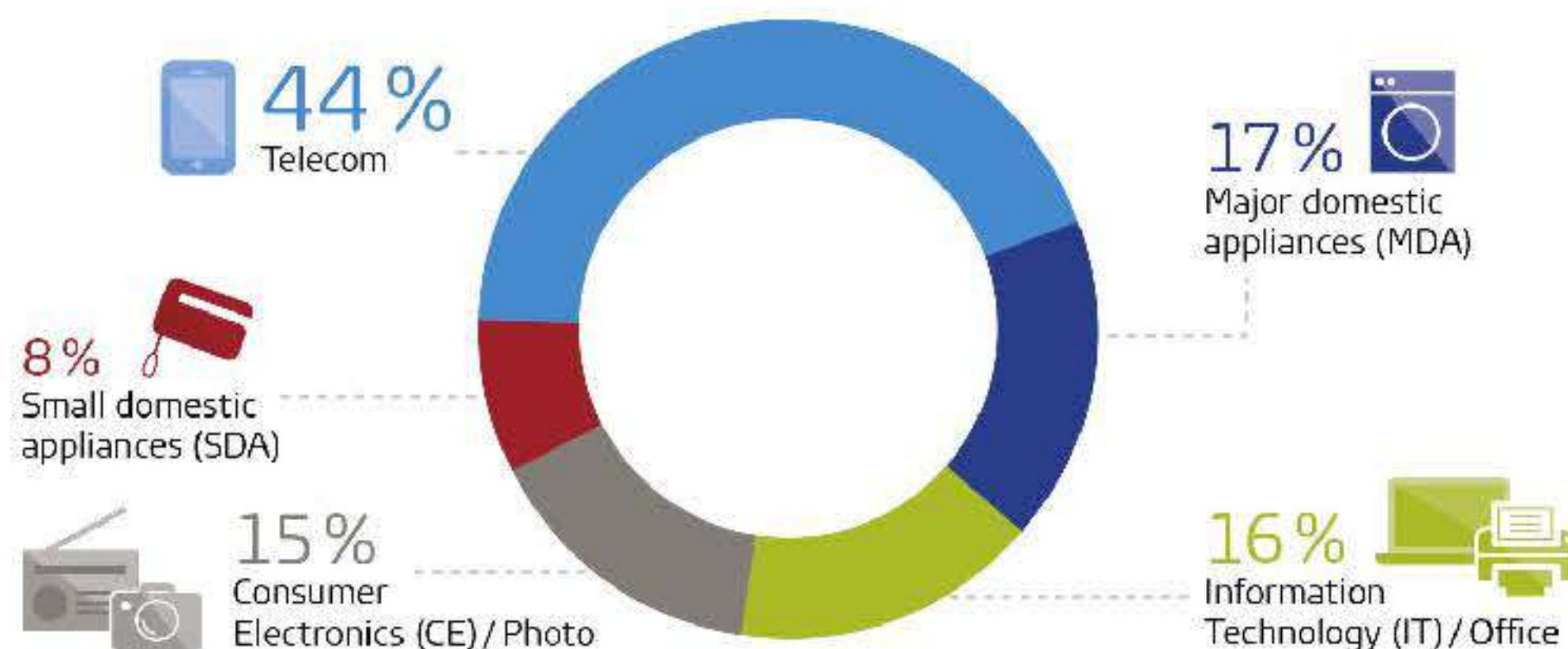


GLOBAL TECHNICAL CONSUMER GOODS MARKET

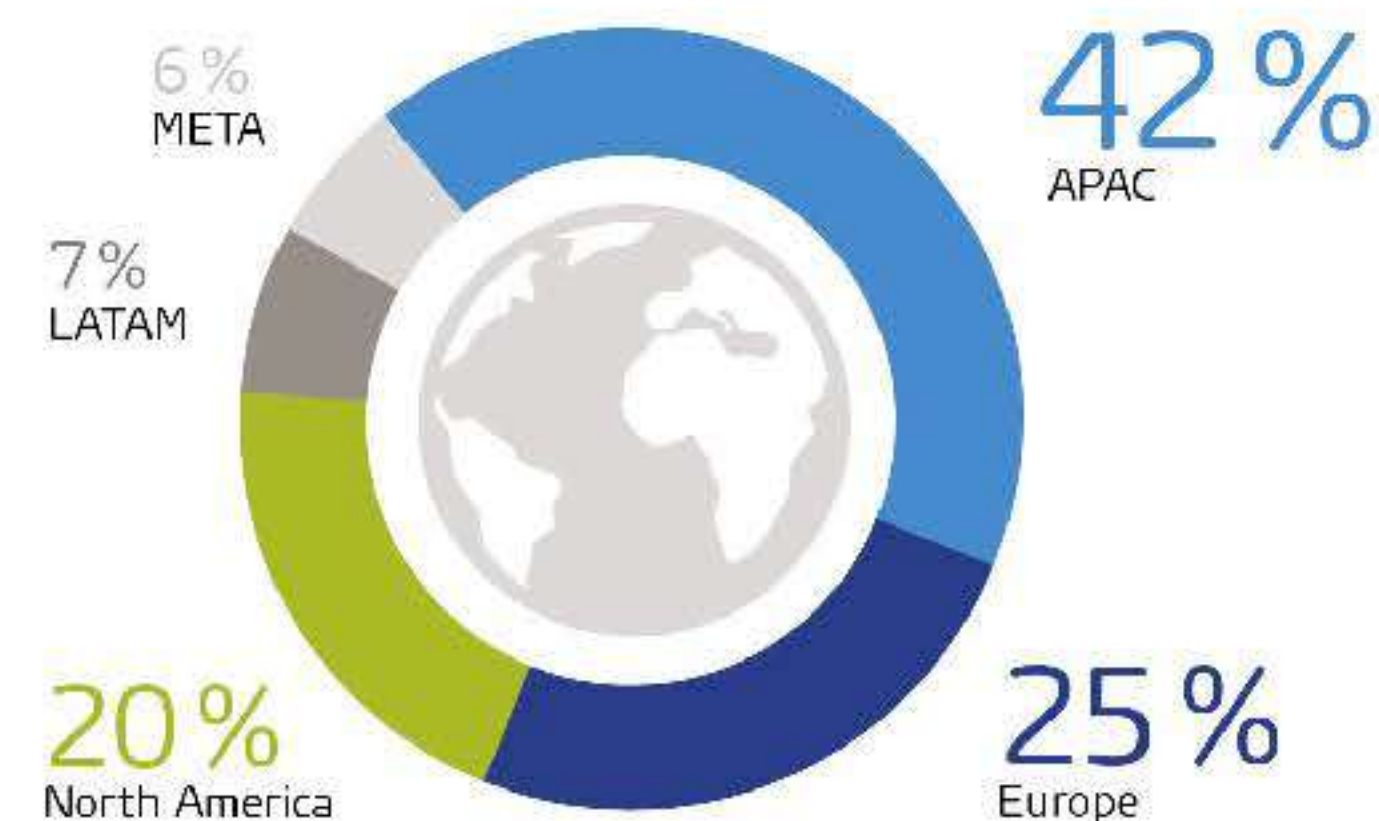
Global revenue development



Global revenue split by segments in 2018



Global revenue split by regions in 2018



Source: GfK Point of Sales Tracking I * GfK Forecast

© GfK 2019



10.000 users

> 6 Billion

3 Billion

1960 2000

3 to 6
Billion
in 40 years

Agrivision 2017

pwc



Marketing decision-makers tend to assess personal sources of information as more important for their decisions than data

Importance of different sources of information as a basis for decision-making – top 2 boxes



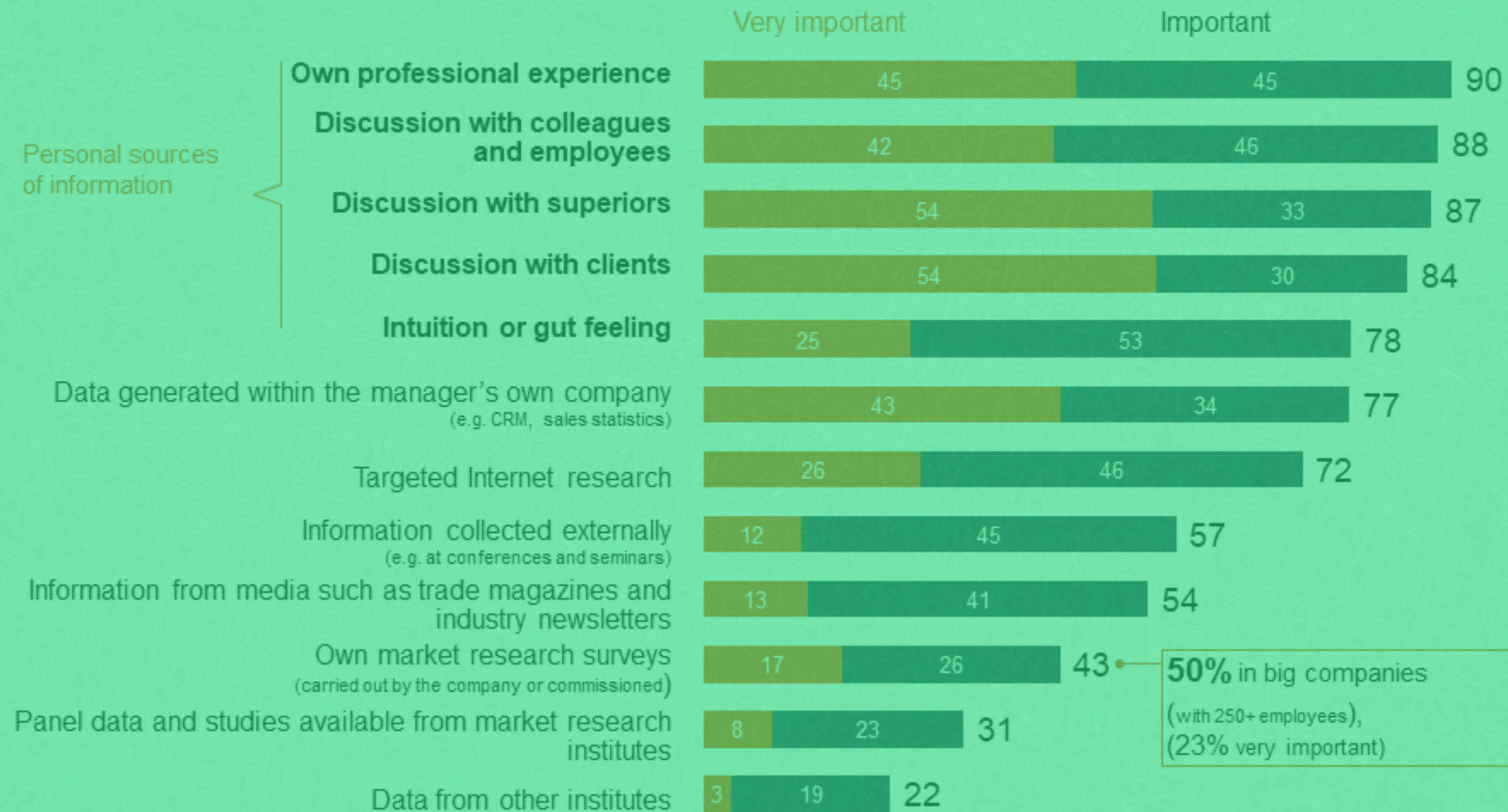
Basis: total n=601; figures are percentages | A02

GfK Compact /// FOCUS TOPIC /// Edition 2017/13

www.gfk-compact.com

Marketing decision-makers tend to assess personal sources of information as more important for their decisions than data

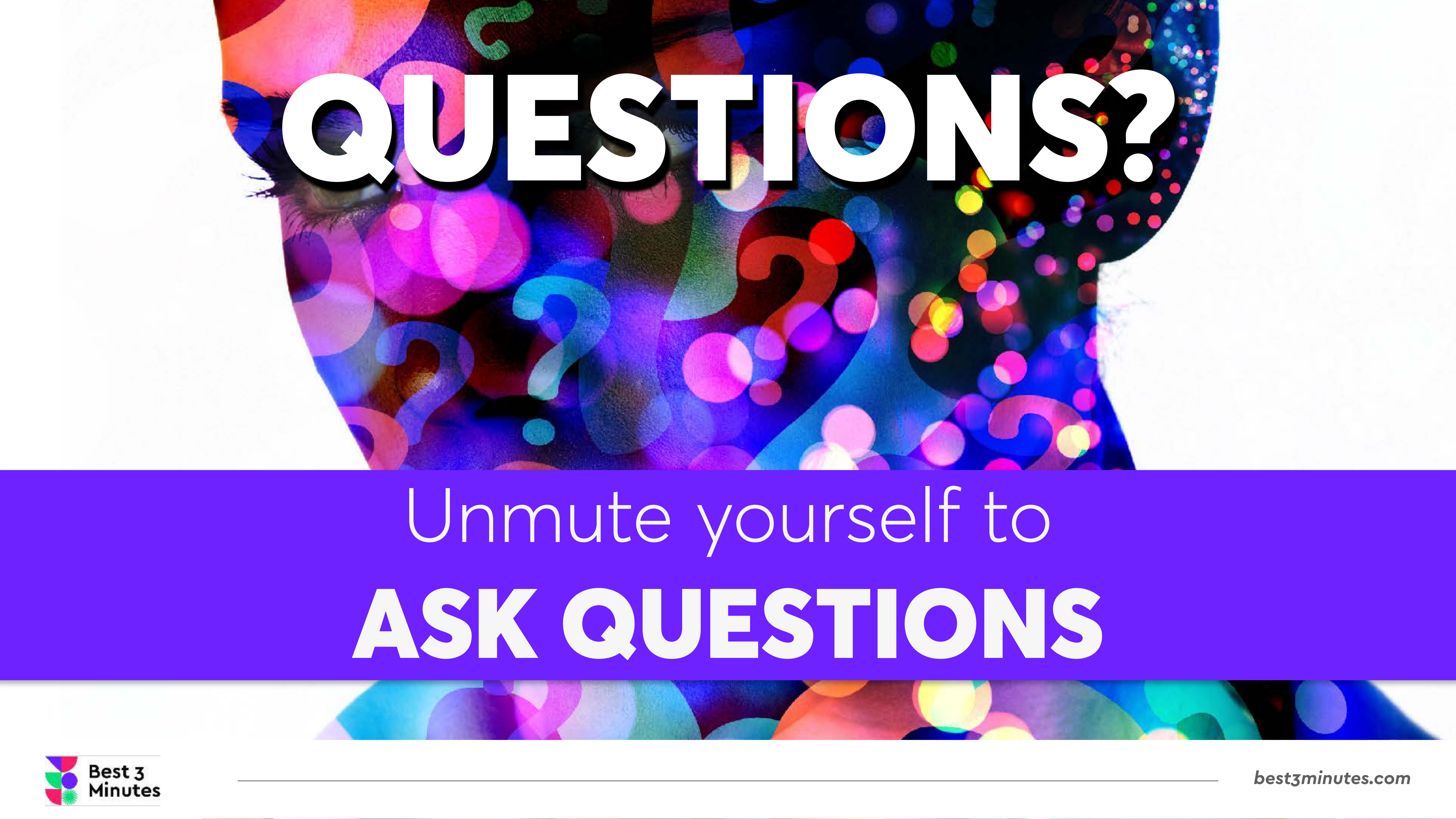
Importance of different sources of information as a basis for decision-making – top 2 boxes



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GfK Compact /// FOCUS TOPIC /// Edition 2017/13

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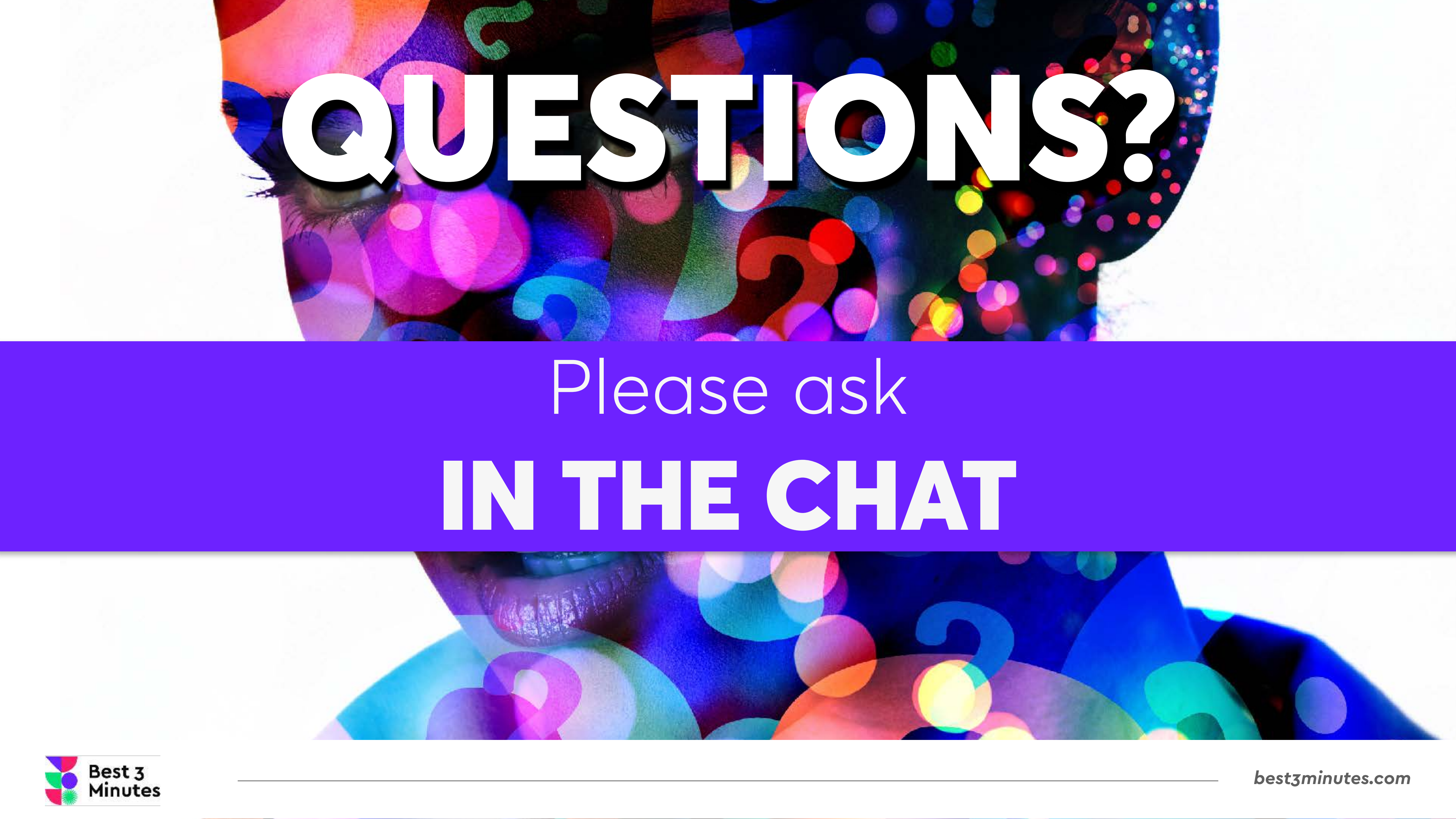


QUESTIONS?

Unmute yourself to
ASK QUESTIONS

3

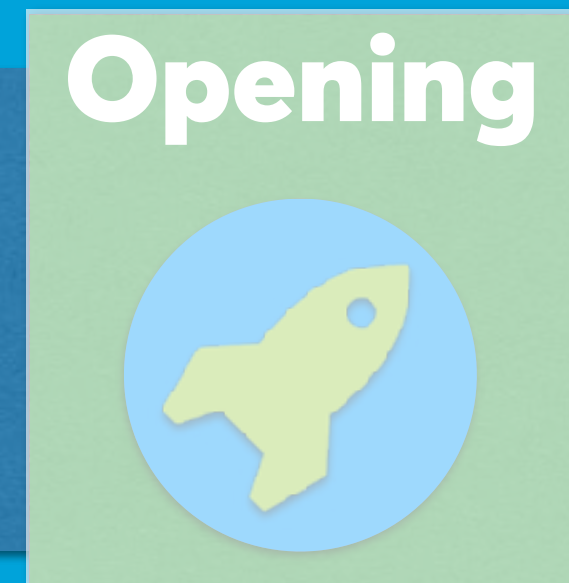
Making your story
FOCUSED & MEMORABLE

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 different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

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



Finish like a true
PROFESSIONAL

What you've seen is...

(a 3-point, one sentence summary)

If we win, we'll change ...

(one sentence of your impact)

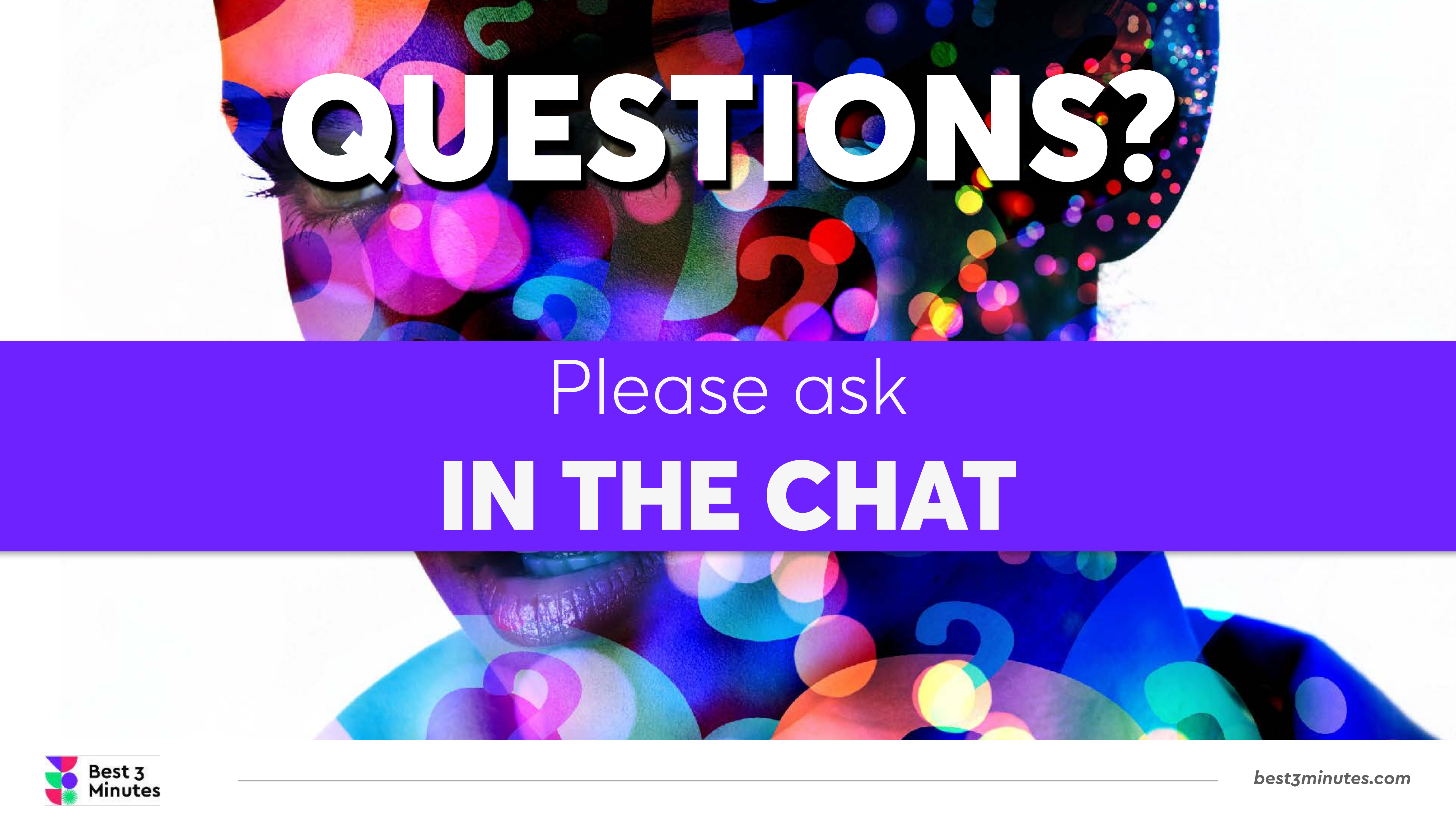
I believe in this idea because...

(a personal statement of what you believe)

THANK YOU!

=

I've finished, you can clap now!

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 one of curiosity and inquiry.

QUESTIONS?

Please ask
IN THE CHAT

Pitch tools and **RESOURCES**



best3minutes.com/netflix

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

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

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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

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The App: iOS and Android

PitchProfessional

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Blue Moon Pitch

Written by
David Beckett

David Beckett

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Blue Moon Pitch

written by
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