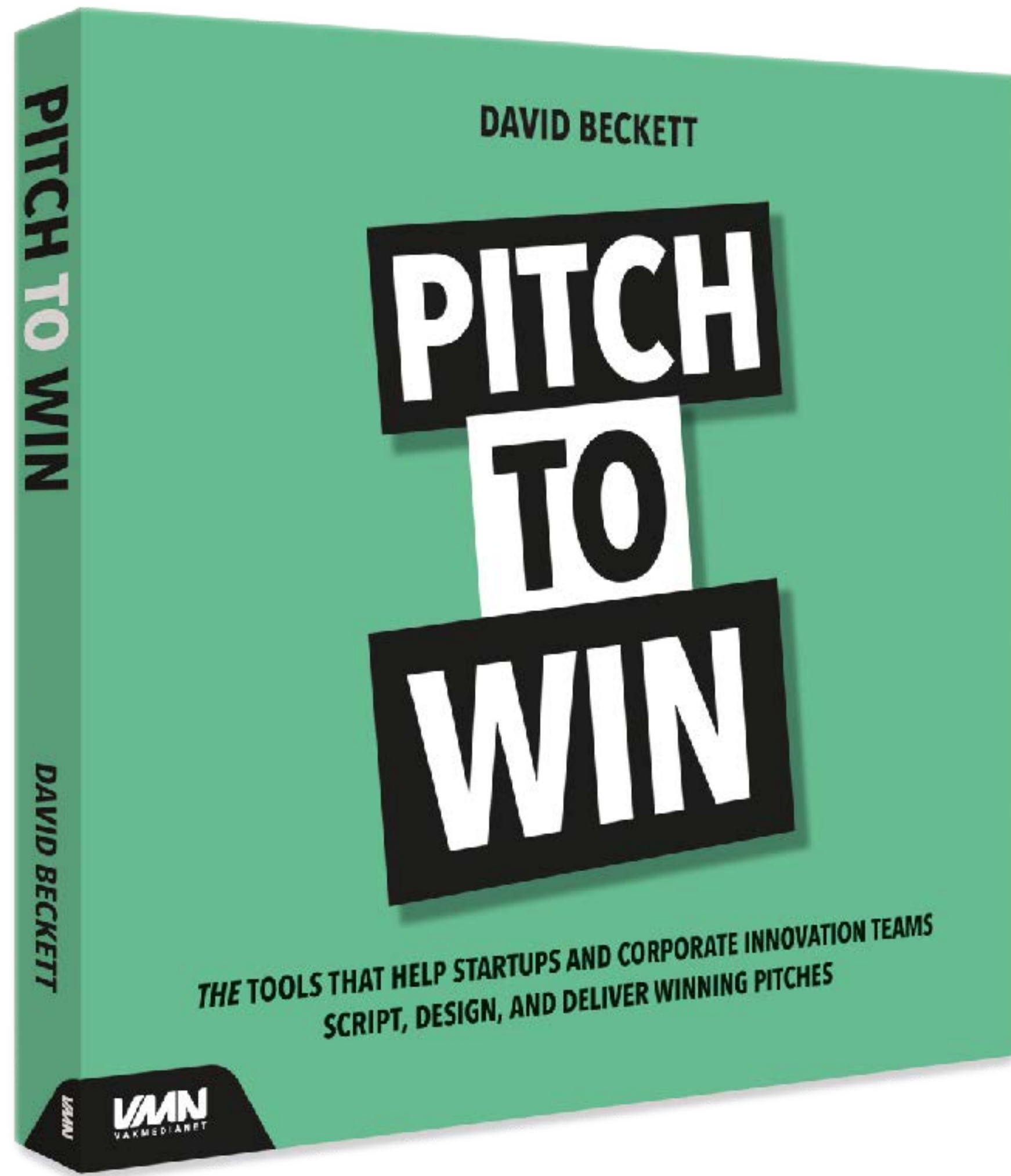


The Pitch To Win Audiobook Workbook



SCRIPT

Get Your Story Straight

Action Step: Audience

Action – 5-minute task – Write down who your audience is and what they care about?

Spend five minutes writing down a short profile of your audience. The following questions will help you get started, but don't limit your profile of the audience to these points. Write down everything you can think of.

1. What do they care about?
2. What are their biggest challenges?
3. Are they conservative or innovative?

(One side note: sometimes people say they're innovative when in fact they are actually conservative, but just want to have things a little better! And some people really want to change the world and turn an industry on its head. Which one is your audience?)

4. Are they technical and want to know how things work?
5. Are they money focused? If so, are they interested in reducing cost, increasing turnover, more profit, 10x growth, or gradual improvement?
6. Are they interested in social impact? The environment?
7. Do they care about details, or do they tend to be interested in headlines only?
8. Are they theoretical or doers? Do they want to know the thinking behind the idea, or just the outcomes?

Action Step: Objective

Action – 2-minute task – What's the objective?

Write down the following:

1. What's the big objective of this pitch? Write it down.
2. What's the first next step you want the audience to take to get them closer to your big objective? Write it down.

The Pitch Canvas©

Available at; https://best3minutes.com/wp-content/uploads/2018/06/The-Pitch-Canvas©_V7_9.pdf



QR Code takes you to the movie about Post-It Notes

Simple Statement

Action – 10-minute task – Brainstorm your Simple Statement.

Write on separate Post-its®:

1. All key words about the value you bring.
2. Who you bring value for.
3. The industry that you are in.
4. Your highest mission.

Try forming a single sentence out of these words to capture the change you are bringing into the world.

If you're struggling with this, come back to it after going through the other blocks of the Pitch Canvas©.

A quick reminder: make sure to save the Post-its® from all the exercises because you will need them later on. You can use the 3M Post-it® Plus app (iOS only, unfortunately) for capturing your brainstorm, and you can export them as a pdf.

Pain

Action – 15-minute task – Brainstorm your Pain and Gain.

Write on Post-its®:

1. What is the problem you're solving? Who has that problem?
2. What's the human result of the pain? How is it affecting real people's lives?
3. How big is that problem? How many people have the pain – in your country, in your continent, in the world? Is the opportunity big?
4. What validation is there that people will pay to have it solved?



QR Code takes you to examples of the Pain being pitched



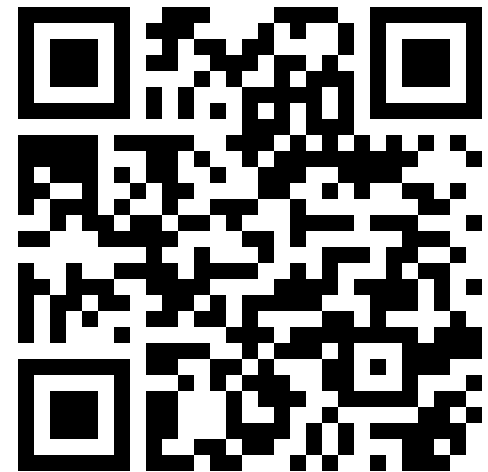
QR Code takes you to examples of the Market Size being pitched

Product

Action – 10-minute task – Brainstorm your product.

Write on Post-its®:

1. As simply as possible, what does your product do for customers?
2. What opportunities do you provide for people to be faster, more cost-effective, more efficient, happier, safer?
3. How does it work?
4. Who is the product targeted at?



QR Code takes you to examples of the Product being pitched

Product Demo

Action – 10-minute task – Brainstorm your Product Demo.

Write on Post-its®:

1. What are the various ways you could demo your product?
2. Which features or aspects of your product do you want to focus on?
3. Is there one killer functionality you must show?



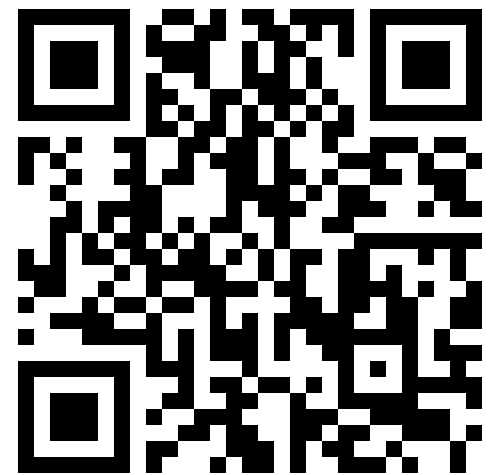
QR Code takes you to examples of the Product Demo being made

What's Unique

Action – 10-minute task – Brainstorm What's Unique.

Write on Post-its®:

1. What sets your product aside from current or alternative solutions?
2. Do you have any unique technology? Is the IP protected?
3. Have you got any unique partnerships or co-development agreements?
4. Is there a Hanging Question which you need to answer in the pitch?



QR Code takes you to examples of the What's Unique being pitched

Customer Traction

Action – 15-minute task – Brainstorm your traction.

Write on Post-its®:

1. Do you have customers already? Who are they and are there any significant, recognizable brands?
2. Is there growth in users and/or revenue?
3. What usage data do you have? How about customer retention, or usage frequency data?
4. If you have no sales yet, what have you done to validate the proposition? Customer interviews? Online experiments? How have you engaged with potential customers?
5. Do you have an announcement? Is there a recent success that you can share as a new milestone of development?



QR Code takes you to examples of the Customer Traction being pitched

Business Model

Action – 5-minute task – Brainstorm your business model.

Write on Post-its®:

1. As simply as possible, what's the business model?
2. If you are exploring various business models, write them all down. Then decide among you which one you will pitch.
3. Do you already have a scaling plan? New countries, new parts of your current industry, totally new industries?



QR Code takes you to examples of the Business Model being pitched

Investment

Action – 15-minute task – Brainstorm your investment ask. Write on Post-its®:

Startups:

1. Have you invested money yourselves? If yes, how much?
2. Have you raised money in the past? How much?
3. How much are you looking for now?

Corporate teams:

1. What time and people do you need in addition to money? Do you need a sponsor for the project?

Both:

1. What will you spend the money on?
2. What milestone will this investment help you reach?
3. What are the specifics about the types of investors you are looking for: how many? With specific experience, knowledge or network in a certain industry?



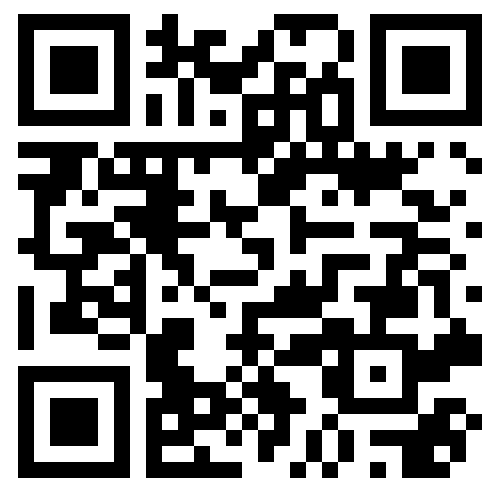
QR Code takes you to examples of Investment being pitched

Team

Action – 15-minute task – Brainstorm your team.

Write on Post-its®:

1. Who are the core team members?
2. What rational elements should be told? Think of experience and skills.
3. What about non-rational? Anything about your character? What binds you together, what's your shared mission?
4. Are you long-time friends or family members? Have you worked in startups together before? Or have you worked together on projects for a company?
5. What's the most surprising and memorable thing about your team?
6. Is there a Board of Advisors? Who in that Board stands out as a person with skills or network that will propel you to the next level?



QR Code takes you to examples of the Team being pitched

End Statement and Call To Action

Action – 10-minute task – Brainstorm your Call To Action and End Statement.

Write on Post-its®:

1. What is the Call To Action? Make it as solid and as actionable as possible.
2. How will you close your pitch? What are the final messages you want your audience to remember?
3. What is the first next step you want your audience to take?



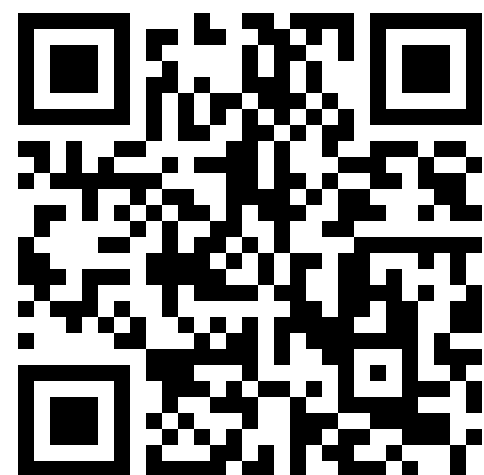
QR Code takes you to examples of End Statements and Calls To Action

Why You?

Action – 15-minute task – Brainstorm your own purpose and Why you?

Imagine someone asks you, “Why are you doing this?” What would you say? Write down all possible answers, and look at it from different angles.

1. What’s your personal motivation for solving this problem or creating this company? Is there a personal reason why you started this business?
2. Do you struggle with this problem personally and want to have it solved because you want the solution yourself?
3. What have been the turning points? What obstacles have you overcome, and what have been the best moments? When did you realize you might have a real shot at creating this company, and what did that mean to you?



QR Code takes you to examples of Why You being pitched

A Great Opening

Action – 15-minute task – Write down and test out your opening.

1. Go back over your brainstorm (see page 82) and make notes on what would be the most powerful opening three sentences. What will be the way to capture the audience's attention and make a professional opening to the pitch?
2. Write down your three opening sentences.
3. Find somebody to test the opening sentences with out loud. Ask them to listen and give the following specific feedback:
 - a. Is this opening professional?
 - b. Does this opening make them want to find out more?
 - c. Can they give a friendly piece of advice for improving the opening?



QR Code takes you to examples of Great Openings to pitches

The Power Of Three (Pt 1)

Action – 15-minute task – Putting the Power of Three into action.

1. Go back over your pitch and think to yourself: If I could tell only three things, what would they be? These could be problem, solution and timeline. Or they could be the way the world used to be, how things changed, and how you enable people to adapt.

Or the three issues could be your product, your traction and your team. Force yourself to break it down to only three key elements, the ones you definitely do not want to forget to mention. Once you've identified the three that really matter, write them down.

2. Take one of those items – your product, your traction, your team, What's Unique, or whichever you like – and break that one item down into three parts.

For example, our product is about speed, convenience and engagement. Write these three things down. Now write one sentence per item. Let's say: "The product is fast because we enable users to reach their goals in one third of the speed, thanks to machine learning. It's more convenient because..." et cetera.

The Power Of Three (Pt 2)

3. Is there a way to tell your whole pitch in three words? Doing so may sound unusual at first, and it is not essential, but if you can do it, then it can be a great way to make your story memorable. It works especially for very short pitches at network events, in competitions or classic elevator pitches.

For example: when I talk about Pitching, it all comes down to: Script, Design, Deliver. I could talk for days about this subject! But finally, I make sure that people remember the formula: Script, Design, Deliver.

It doesn't have to be only three words; it could be three small groups of words. "Creates wealth, reduces cost, connects people," for example.

Write down your story in three words or in three small groups of words.



QR Code takes you to examples of The Power Of Three

The Announcement

Action – 10-minute task – The announcement.

1. Look at your business and see whether something has happened in recent days or weeks that could be worthy of an announcement.
2. Write out the way you would like to pitch the announcement.
3. Say it out loud, and make sure you position the key fact at the end of the sentence.



QR Code takes you to examples of Announcements being made

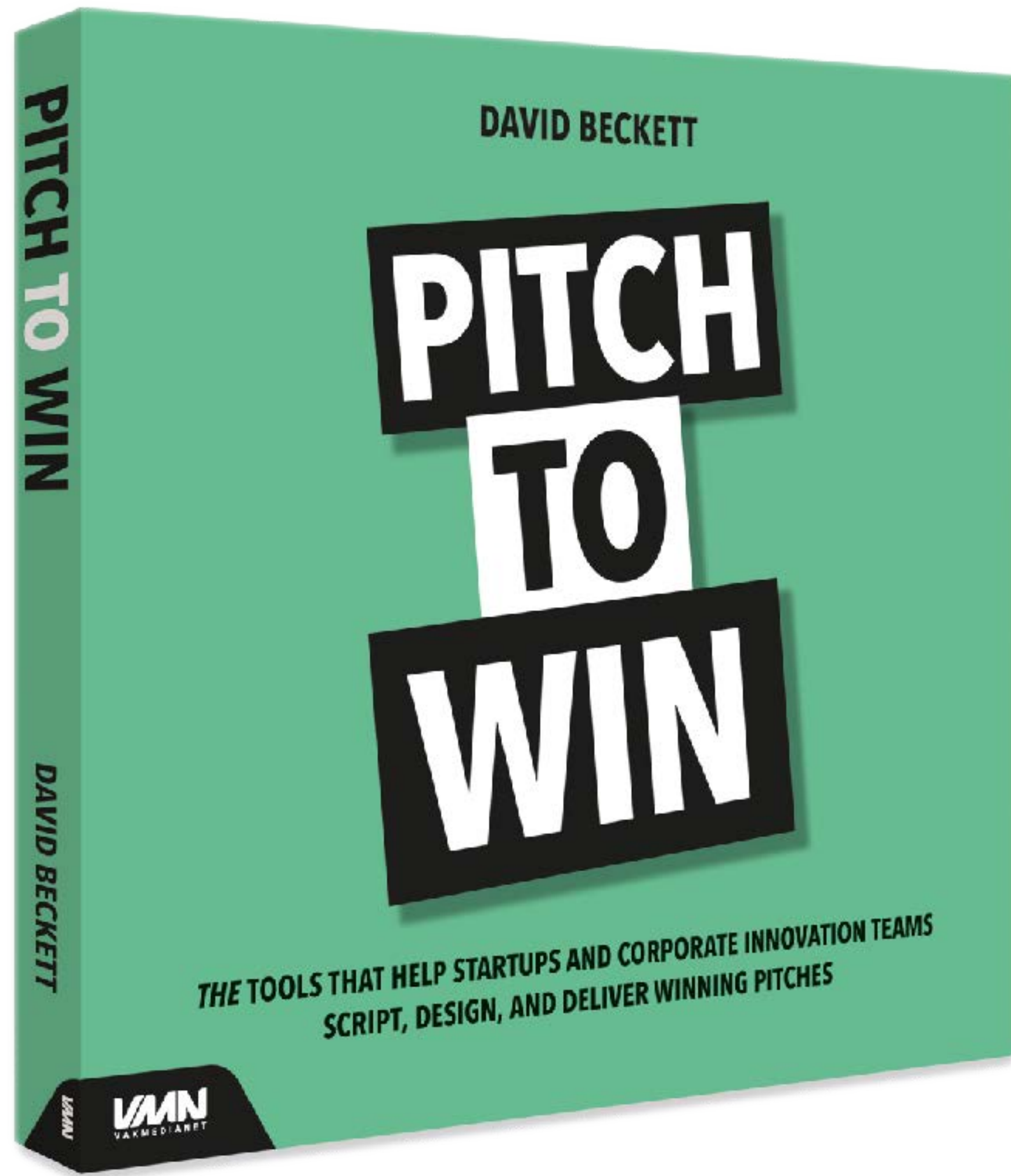
Closing Powerfully

Action – 10-minute task – Write down and test out your closing.

1. Go back over your brainstorm on Post-its® and think about what would be the most powerful closing three to four sentences. What will be the best way to wrap up the pitch professionally? What Call To Action do you want to give? And what's the most important thing you want them to remember about you and your business? In short, how can you make a truly professional closing to the pitch?
2. Write down your three to four closing sentences.
3. Just as with the opening, find somebody to listen to your closing sentences and ask them to give you the following specific feedback:
 - a. Is this closing professional?
 - b. Is it clear what your listener needs to do?
 - c. Does this closing make them want to find out more?



QR Code takes you to examples of Closing pitches



DESIGN

**Create slides that
support our story**

One to present, one to send



Quality Assurance



Guidance & assistance



Networking & organization



Quality assurance

The planning consent regime has an important part to play in improving local air quality. Poor air quality affects public health and the environment. Air quality will be taken into consideration where it is considered that development proposals are sensitive to poor air quality (for example in an Air Quality Management Area), or where there are significant additional emissions to air.



Guidance & assistance

To provide positive guidance, school-age program staff must have sound understanding of the stages of children's growth and development. Staff needs to understand that children's growth and development occurs in stages that blend together to form a continuum of learning. Moreover, not all children develop at the same rate. By the time they enter elementary school



Networking and organization

Start making your giving plans! Click on the links below to learn more about all the worthy organizations and their missions. On May 17th, 2017 between 6am and 10pm you will be able to make online donations to any and all of the organizations listed below.

Text versus Visuals

Tools to help

KEEP IT VISUAL

- Use images to express big ideas
- Use icons to highlight key points
- Be creative with typography and consistent with fonts to emphasise the key points

Best 3 Minutes

best3minutes.com

Tools to help

KEEP IT VISUAL



IMAGES



ICONS



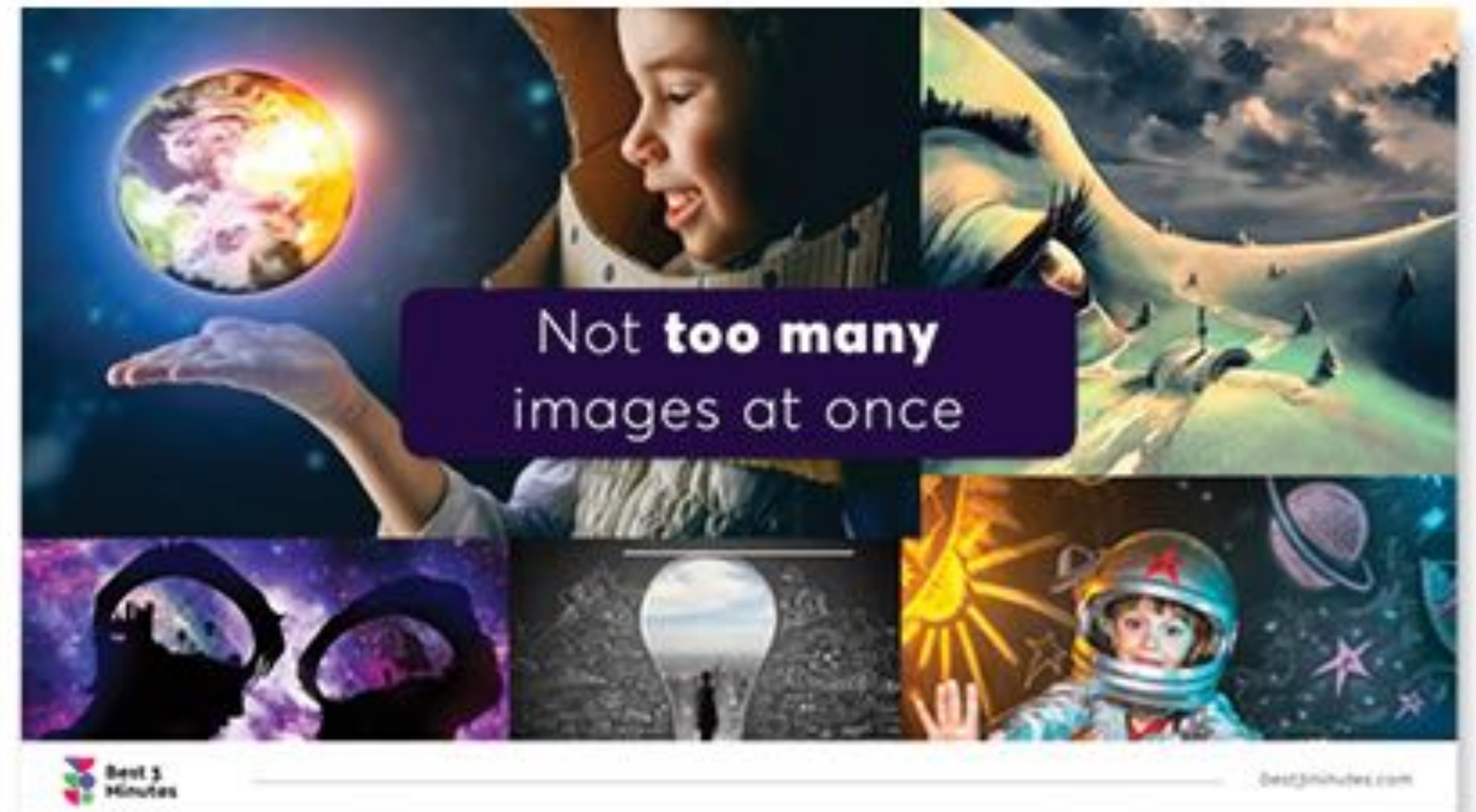
FONTS

Best 3 Minutes

best3minutes.com

Use Big Images, Big Headlines







Best places to get rights free images

Pixabay.com

Pexels.com

Unsplash.com

Sitebuilderreport.com/stock-up

Freerangestock.com

Best place to get icons

Thenounproject.com

Make your Slides Visual

Action – 15-minute task – Turn text into visuals.

1. Review a recent pitch deck and check if there are any slides with too much text. If you don't have any – great, you're done! However, if you did find a few text-heavy slides, go on to step 2.
2. Replace the sentences with images, using the sources mentioned in this chapter. If still needed, keep a few key words or one headline sentence to remind you of the theme of the slide.
3. Ensure any important facts are large and highlighted: key metrics, awards, customer logos.

Try this for three to five slides to begin with and work on them until they look great. Once you've done this, it will be easier to apply the same approach to the whole slide deck.

Text versus Icons



- Your whole life is online - cloud services, shopping online, email, your photos, your banking details
- And yet you might need to wonder - how secure is all of that?
- As you've seen in the news recently, there have been many hacks
- It's only a matter of time before you get hacked too!



Use Icons to replace Text

Action – 15-minute task – Use icons to express concepts and highlight simple points.

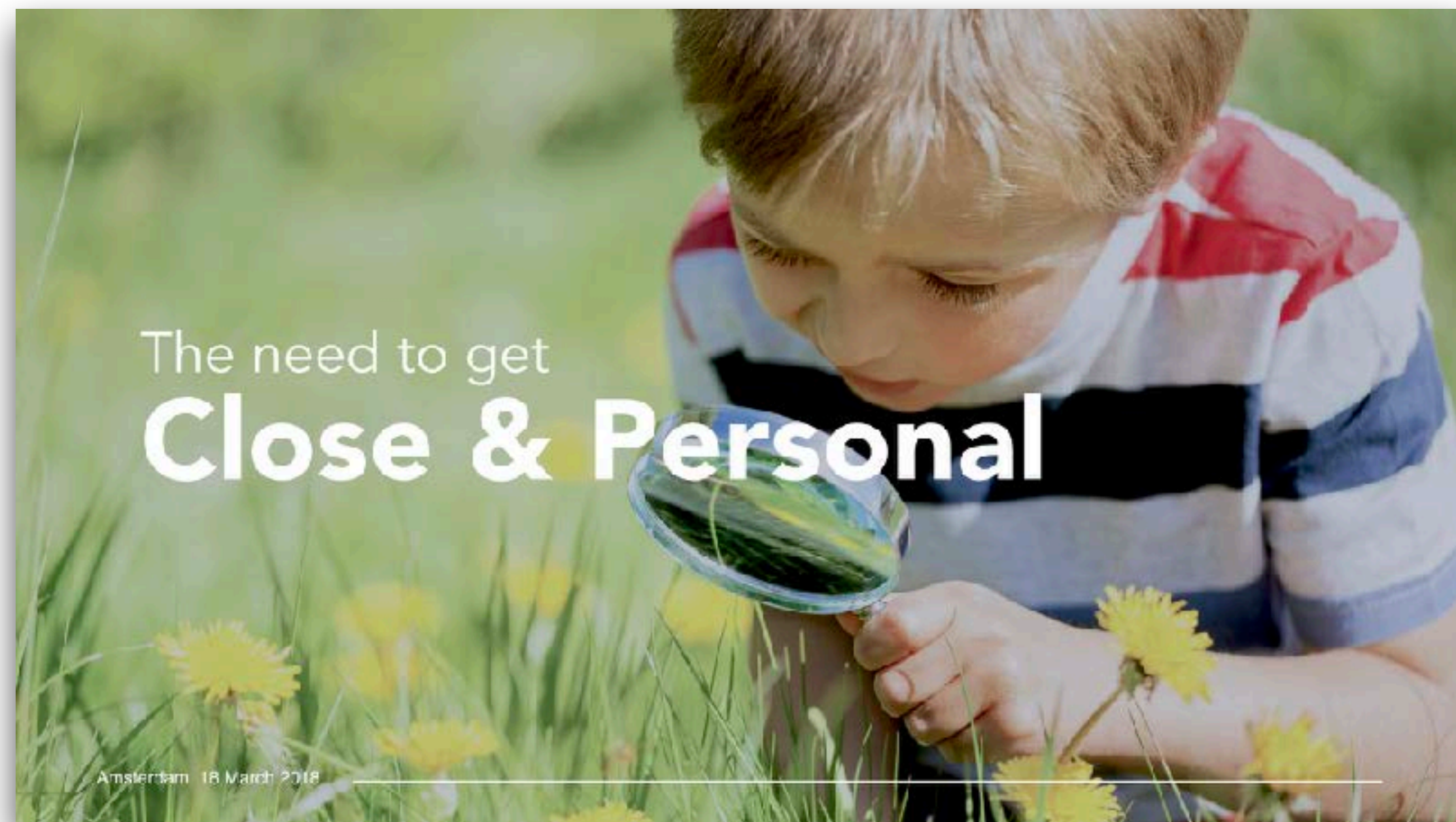
1. Review a recent pitch deck and check if you can replace any words with icons.
2. Use the suggested sources to find icons that work for you. Keep a consistent style and color of icons.

As with the exercise for using images, try turning text into icons for three to five slides to begin with and work on them until they look great. Once you've done this it will be easier to roll out the same approach to your complete slide deck.

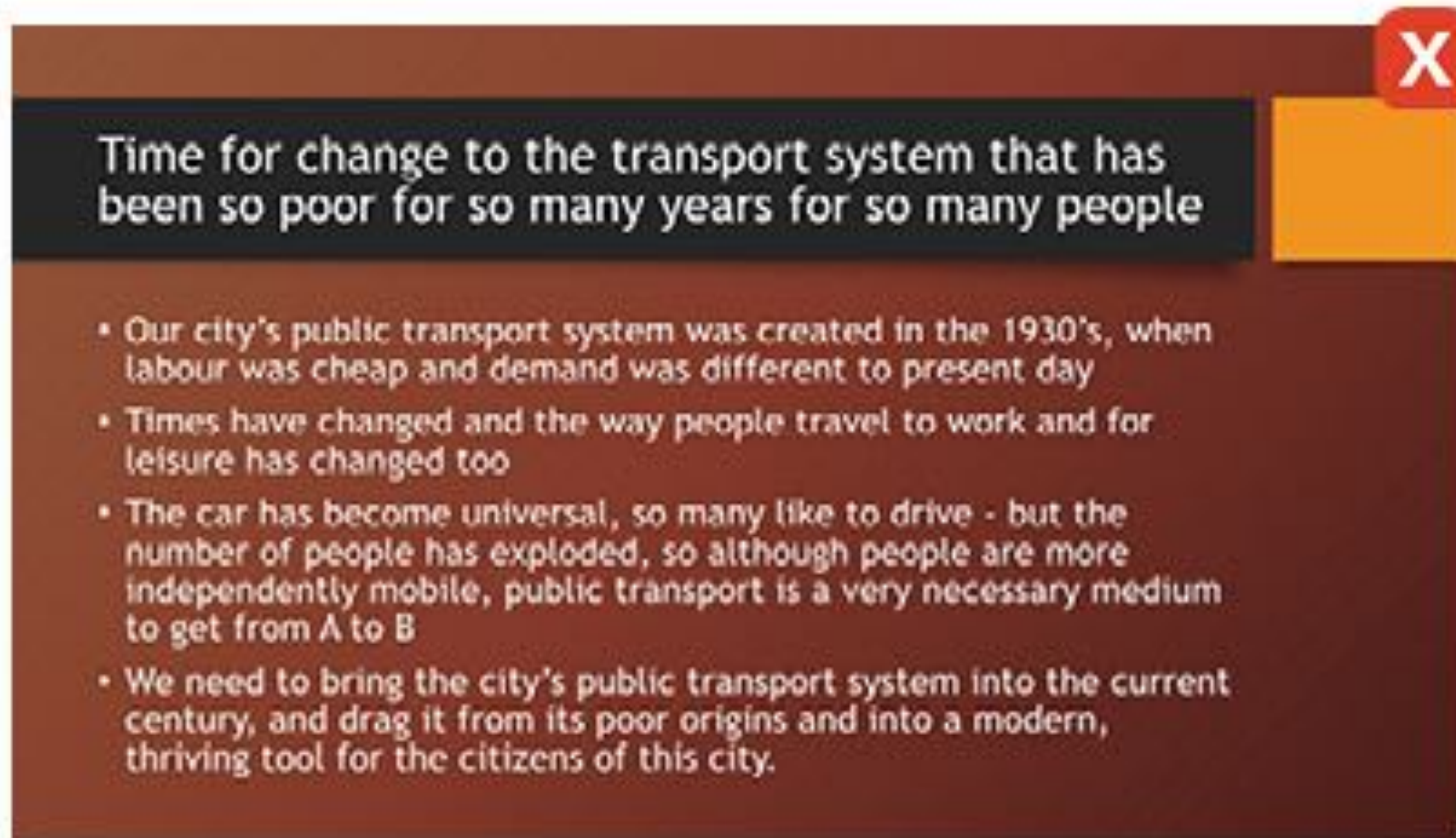
Use Font Size and Bold to create emphasis



Use Font Size and Bold to create emphasis



Removing all Bullet Points



Action – 10 to 15-minute task – Remove all bullet points.

1. Review your slide deck and check for bullet points.
2. Replace the bullets with key words, images or icons.
3. If you have too much information and your slide is too crowded, spread the information over two or more slides.

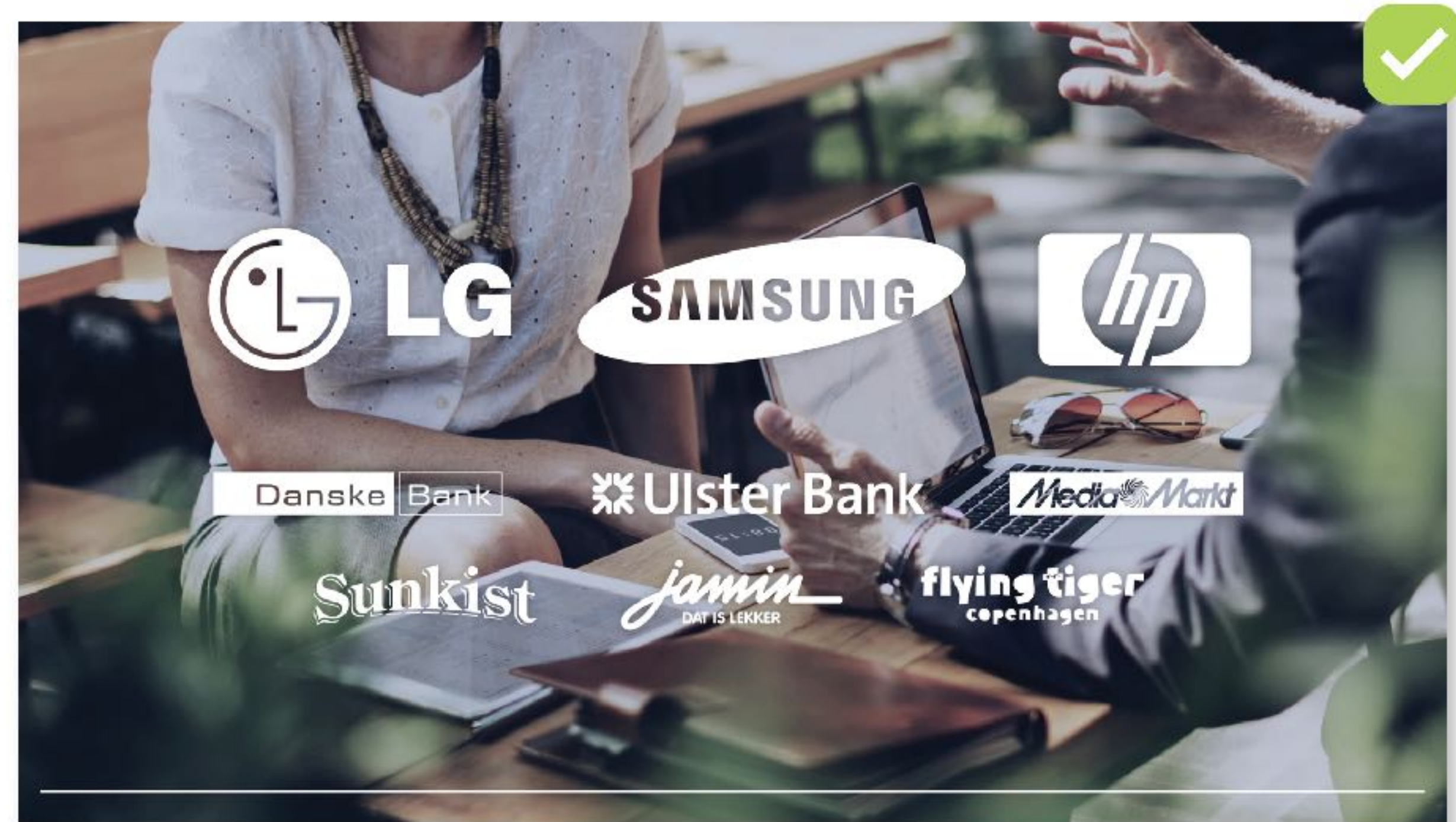
Presenting Numbers: Spread the information so that people can focus on one message at a time



Presenting Numbers



Present Traction with Hierarchy



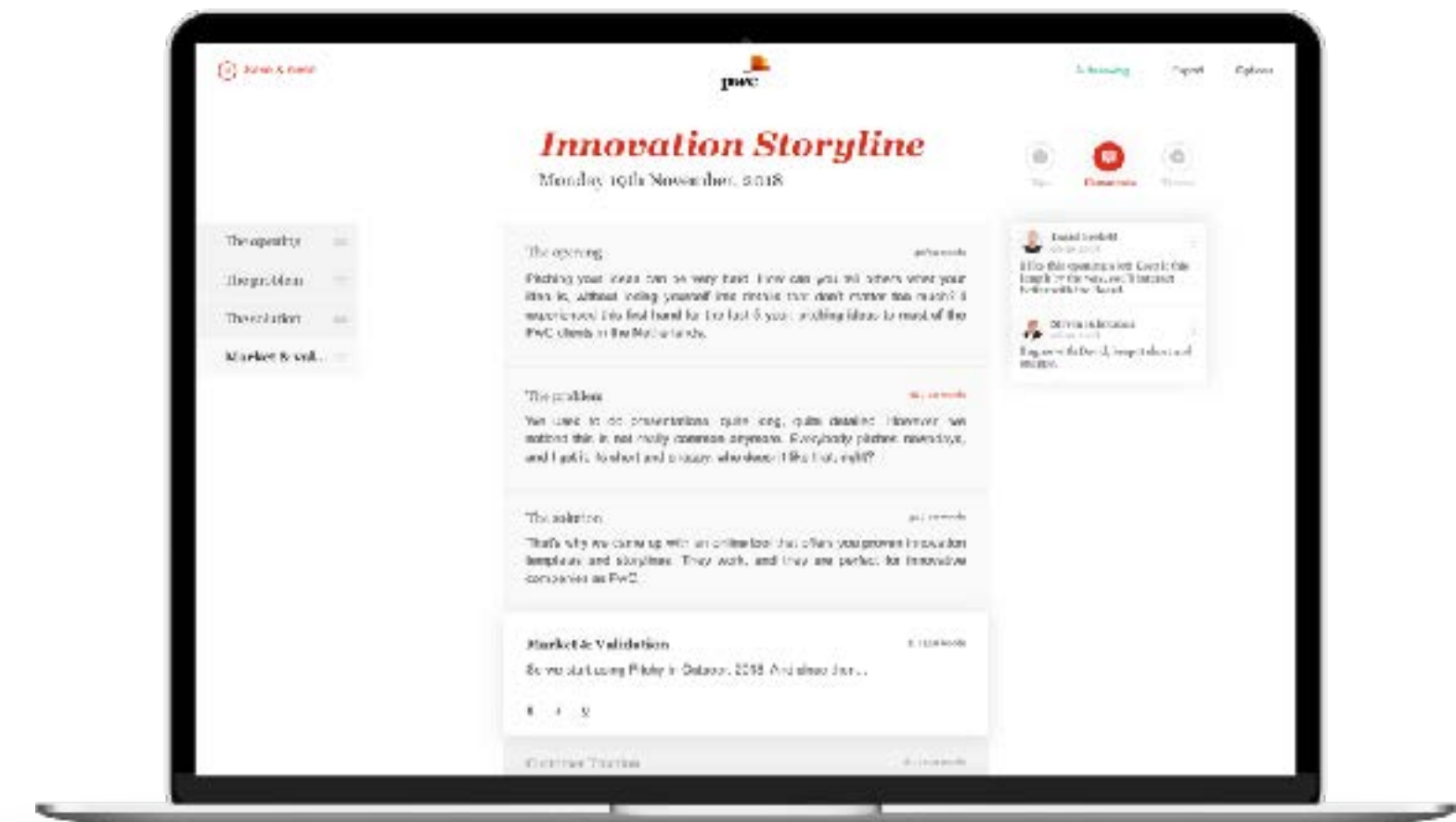
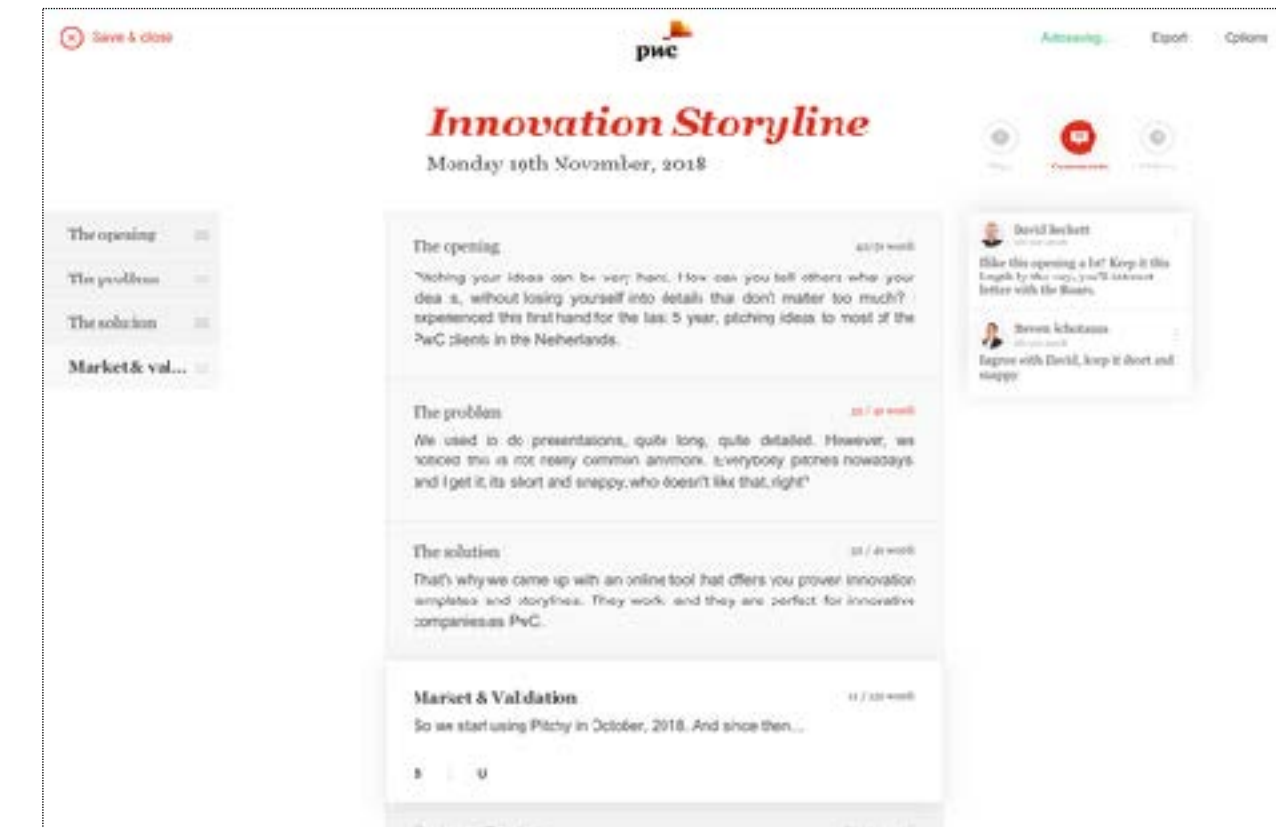
Action – 10-minute task – Present your traction with a hierarchy.

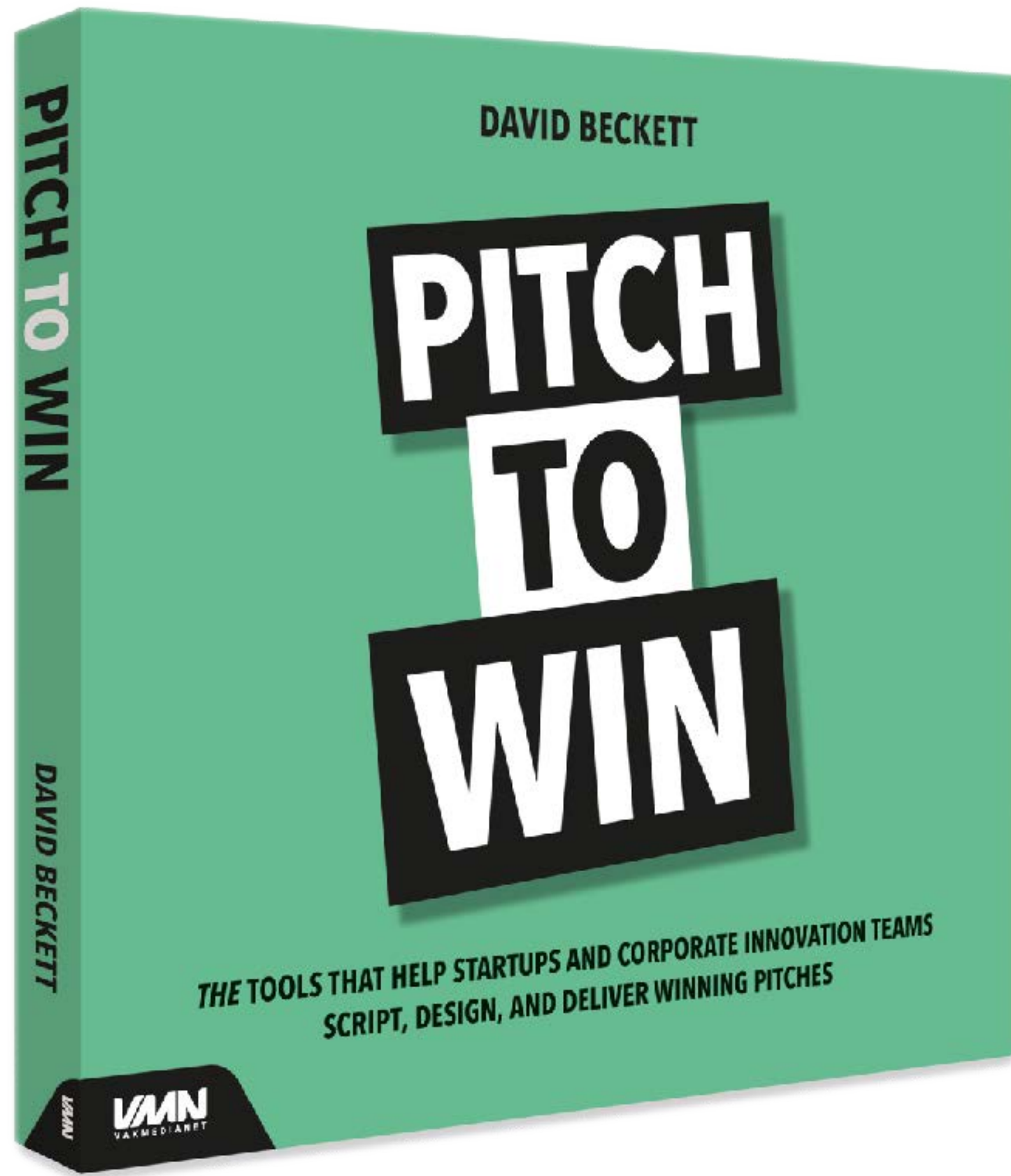
1. If you have sales or well-known customers, choose the three biggest.
2. Create a slide that matches the guidelines given in this chapter. Three large brands and logos, with other logos at a consistent size, nicely aligned, underneath.
3. You can also put the three best-known brands on one slide and make a second slide with the lesser-known customers or partnerships.

Alignment



Frame Your Product in a Device





DELIVER

**With Certainty,
Commitment and
Passion**

Things to avoid with your hands



Things to do with your hands

