



Pitch 'er Perfect
August 22, 2019



Have a clear and concise Goal / Purpose / Objective

"Clear is kind. Unclear is unkind." Brene Brown

"At the end of this presentation, my client will..."

CONNECT before Content!

Know your Client!

It's all about THEM!



Use the words "You" and "Your" as often as possible.



Answer their one BIG question: **Why should I care?**

WIIFM?



People remember things best in groups of three (Rule of Threes)

Objective = WHAT you want them to
Pitch = WHY they should.



Pitch 'er Perfectly Outline: Suggestion

1. Our Challenge: Tell Story
2. Their Opportunity
3. Our ask and why
4. Their Benefits **3**
5. Question Period
6. Final Statement (Story?)

HOW TO PRESENT

Be yourself



Think Conversation, **not** Performance!

Move towards client for **emphasis**



SHOWEM

NO eye contact  NO talking

silence
SPEAKS



THE POWER OF 1

1. simplicity



3.

