

**PITCHING**

**WITH CONFIDENCE**

# WHAT IS PITCHING?

**PRESENTATION**

**WITH AN**

**ASK**

**CLARITY**

**SIMPLICITY**

**SPECIFICITY**

**DIFFERENTIATION**

**HOW MANY BALLS**

**DO YOU SEE?**











**CLARITY**

**SIMPLICITY**

**SPECIFICITY**

**DIFFERENTIATION**

**WHY TO**

**ASK?**

**MESSAGE**

**ARGUMENTS**

**ASK**

**WHY**

**DO**

**ASK?**

**WE**

**AUDIENCE**

**EXIST**

**WHAT YOU PITCH?**

# WORDS IN 60s

SLOW

100

NORMAL

130

FAST

160

**WORDS IN 8s**

**SLOW**

**13**

**NORMAL**

**17**

**FAST**

**21**

**WHAT STOPS**

**YOU?**



**MINDSET**

**CONTENT**

**DELIVERY**

**WHAT IS THE**

**WORST THING?**

**NOT TO PITCH**

**PERFECTION**

**NOT TO MAX**



**MAX**

**SHOW**

**VALUE**

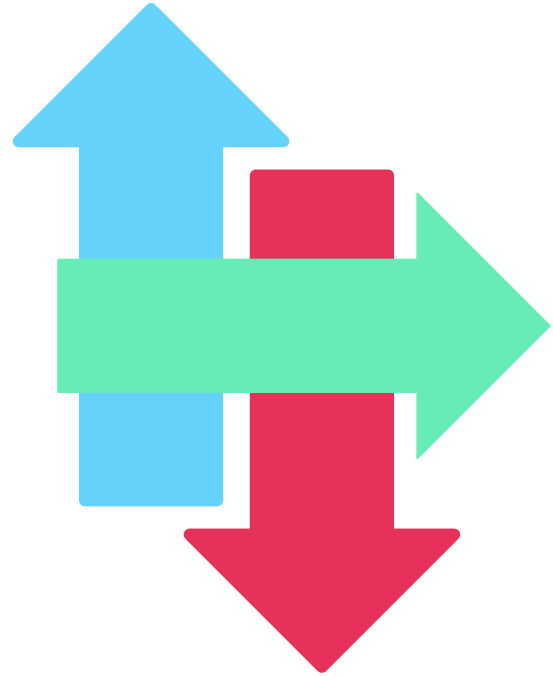
**RECEIVE**

**WHAT ARE THE  
MISTAKES?**

**LOGIC**

**NOISE**

**FOCUS**



**CONTENT**

**WORDS**

**70%**

**TECHNICAL**

**15%**

**EMOTIONAL**

**15%**

**DELIVERY**

**TIME**

**ZONE**

**TIMING**





# CHALLENGES WITH AUDIENCE

**ATTENTION**

**MOTIVATION**

**DOUBT**

**INFORMATIVE**

**MEMORABLE**

**CONCISE**

**PERSUASION**

**PRESENTER**

**INFLUENCE**

**AUDIENCE**

**TRUST**



**HUMAN**

**PERSUASION**

**ARGUMENTATION**

**PRODUCT/CONCEPT**

**BUSINESS MODEL**

**TEAM**

**TRACTION**

**ASK**

**CONCEPT**

**VISION**

**CONCEPT**

**UNIQUENESS**

**PRODUCT**

**PROBLEM**

**SOLUTION**

**BENEFIT**



**BUSINESS MODEL**

**PEOPLE**

**PRICE & PLACE**

**PROMOTION**

**PRACTICE**

**PRACTICE**

**PRACTICE**

**PRACTICE**

**PRACTICE**

**PRACTICE**

**INFO:**  
**PITCHING**  
**FOR LIFE**  
**.COM**

