



The roadmap to your authentic pitch

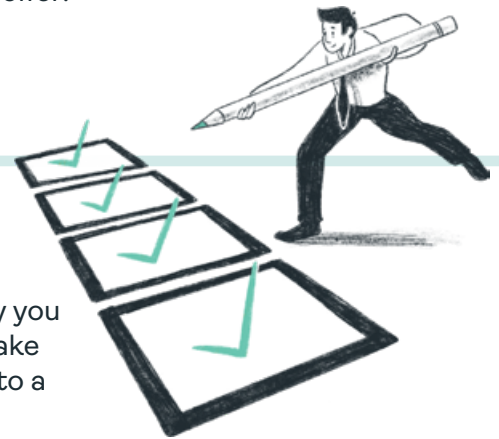
Pitch Perfect- Confident in 60 seconds

1 What's in it for them?

Take a sheet of paper and draw a circle. Write in the circle everything you think your audience wants to know about you and your business. What is relevant for them? What questions do they have? What can you do for them? How can you make their life easier?

2 What's in it for me?

Draw a second circle and write in it everything you want them to know about yourself and your business or offer.



3 Focus on the overlap

The focus of your pitch is the overlap between the two circles. In this way you keep your listeners' attention, you talk about relevant matters and you take your audience into account. This creates more connection and gets you to a dialogue faster.

4 KISS - Keep it Short & Simple

"If something can't be explained off the back of an envelope, it's rubbish" - Richard Branson

Limit the jargon, stick to the essence.

5 Make it stick

Anecdotes, examples and well chosen adjectives help your pitch to have the desired effect on the listener.

Sell the sizzle, not the steak.

6 Practice out loud

Words on paper may look good, but once they roll off your lips, they can come across differently. Practice your pitch out loud and imagine that you are telling it (not just saying it) to your favourite, ideal, most fantastic client.

7 Call to action

The point of a pitch is that your conversation partner wants to know more, that it results in a coffee, lunch or business meeting. So think about a powerful closing sentence, something that will continue to resonate. How do you make sure your conversation partner says: That's interesting, tell me more about it!

Want to strengthen your pitch even more?

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