



Share4Rare

Tools & Templates

Prepare your Pitch

Purpose

Whenever you plan for a face-to-face meeting, or you just want to explain what you do in a clear and short way, a pitch is a great tool. A successful pitch is not just about presenting information and facts: it establishes an emotional connection.

When time is limited and you are one of many, you have to prepare an eye-catching presentation with compelling messaging and a clear call to action. This tool is based on the AIDA-model (attention, interest, desire, action) and creates a clear structure on how to prepare accordingly and make a statement that sticks.

Prepare your message

An effective preparation should answer the questions:

- Who are you?
- What is your goal?
- What is the problem you are going to solve?
- Why is this needed?
- What will happen if you don't?
- How is this different than others in your field?

It should take the following elements into account:

- Content of the presentation
- Verbal communication
- Non-verbal communication

Keep it short

A message that is short and sweet, sticks the best. Cut additional superlatives and don't use jargon or too specific words, you want it to be understood by everyone.

Study your audience and the situation

Each situation requires a different kind of focus. In general, your message can be the same, but prepare for a meeting by finding relevant stories to link to, emphasizing the urgency or need for your message.

Start with a powerful statement

You can only make one first impression, so use it by making a statement that you will elaborate further down your conversation.

Keep it positive

Focus on the challenges you are solving, and what the benefits of this will be.

Make it tangible

Create a deeper connection with the listener by stating why you want to solve this problem, and how this will result in a better world.

Be passionate...

But not emotional. Show your enthusiasm and engage them in your talk while staying professional and keep excessive emotions at bay.

Call to action

Finish your pitch with a clear call-to-action. This is an end statement designed to spark an immediate response from the audience. Be concise and ensure follow-up to keep your message at the top of their minds, and call or mail them later to continue the conversation.

References & Resources

<https://www.thebalancesmb.com/call-to-action-1794380>

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