

The Art of Pitching

Presenting in an essential way to make people curious for more



source: <https://www.flickr.com/photos/planeta/5438489639>

“The trick is to understand that you are simply talking with your audience, sharing your thoughts. You’re not arguing. You’re not selling. You’re having a conversation. You’re giving them a gift.” Peter Coughter

Challenge:

Sometimes you have very little time to talk about an idea or a project. Sometimes you have an opportunity talk about it in front of a large audience, sometimes you are having an accidental meeting with someone important in an elevator and you have only 30 seconds to two minutes to make him/her want to know more. If the conversation inside the elevator in those few seconds is interesting and value adding, it will probably continue after the elevator ride. But your idea/project is complex, how can you explain it in such a short time? How do you get your points across quickly?

Solution:

Practice the “art of pitching” - craft a short pitch and try it out. Learn through the feedback of peers or members of your audience. Film it and look at the videos together. Learn from the pitches of others, learn from online resources. When crafting your elevator pitch, you first need to think about who is the audience you’re trying to reach. Lead with the information that the recipient / the audience will care most about. It is always good to start with a “hook” - a statement or question that piques their interest to want to hear more. Be passionate and express what excites you - be authentic.

Don't overwhelm with technical or statistical terminology. Keep it simple! Think about a request - what you could ask for at the end. What is the main goal of your pitch? Practice and become comfortable to talk about your idea/project in 3 minutes, in 1 minute and even in one sentence. Importantly, it's not just what you say but how you say it.

References:

Web: <http://readwrite.com/2010/04/16/the-art-of-the-elevator-pitch-10-great-tips> (2.2016)

Submitted by Pioneers of Change