Pitching your passion!

We pitch so people will join us as we change the world.

You have four goals:
1. get into the audience’s personal bubble
2. get to their heart
3. answer to their mind
4. tap their imagination

There’s no hard and fast template for a 2-3 minute pitch (which is good) but most of the great ones are stories that contain at least three invitations from “what is” to “what could be”:

- 10s teaser/trailer
- 30-45s beginning
- 60-90s middle
- 30-45s end

1. bubble

- intro & anchor
- tools

- A scenario, a real story about the hero(es); or a passionate story of (you) the change agent - to provide a genuine and personal intuition for why this must happen.

- goals

- 1. Identify the hero(es) of your story.
- 2. Share their scenarios.

2. heart

- a genuine, personal intuition for why it must happen

- tests?

- One succinct 10-second sentence to anchor the pitch. That’s all you get without earning more!

- Did they let you into their personal bubble? (See it in their eyes.)

- Like a trailer gets moviegoers into the theatre, in this part of the pitch you need to earn the audience’s interest in the rest of your story.

- Did they do anything to harden their bubble?

- Are they primed to listen for the next 30 seconds?

3. mind

- food for their intellectual, logical & judgmental sides

- tools

- Scenarios; logical descriptions; analogies; descriptions; and props and prototypes.

- tests?

- Provide answers to 2-3 of their key questions, e.g.: WHAT? WHO ELSE? HOW? WHEN?

- Have you answered the 2-3 biggest questions they have?

- Have you provided food for their intellectual and judgmental sides?

- Did you keep them engaged?

4. imagination

- the power to see themselves on your mission

- tools

- Simple statements; a clear ask; a vision of the future: your passionate closing statement.

- tests?

- Do they really want to see it all happen?

- Are they imagining their role in making it happen?

- Do they understand the leverage and return on involvement?

- Is the ask clear and tangible?

- Is the audience member confident in their decision to engage?

After the pitch

- Answers and/or follow up as appropriate.

- Show confidence and passion.

Transition

peg the scale anchor again

This part of the story is the sleep zone - the easiest place to lose even the most focused audience member.

Warning!

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- tools

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