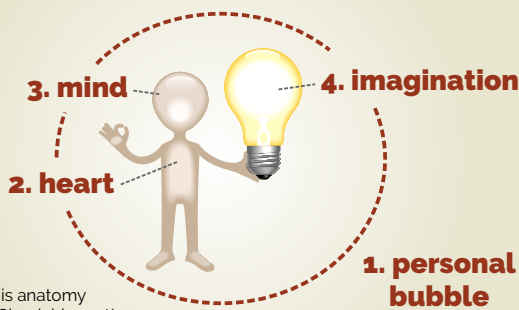


anatomy of the audience

You have four goals:

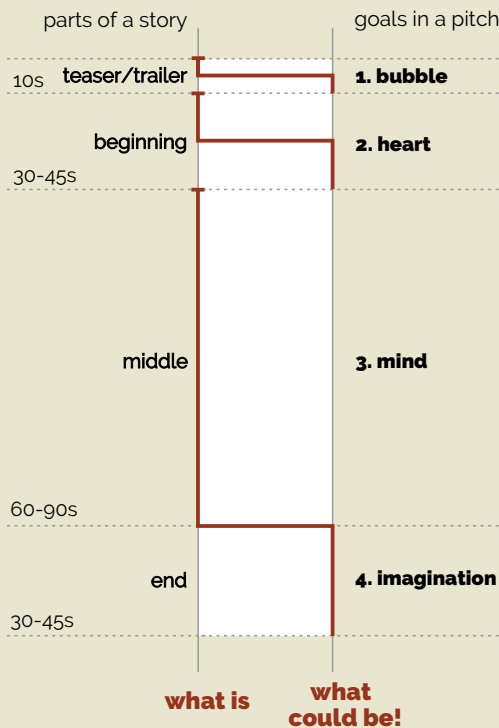
- 1. get into the audience's personal bubble
- 2. get to their heart
- 3. answer to their mind
- 4. tap their imagination



[1] The heart and mind parts of this anatomy are borrowed from @PatrickLor. Check him out!

form of the pitch

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":



[2] This sketch is inspired by Nancy Duarte's book "resonate". It's awesome. Read it!

before you start



Inspire confidence.



Eye contact; smiling; clothing; smooth tech setup; handouts (if any), etc...



tests?

Did you do anything to harden their bubble?

1. bubble

“ intro & anchor



goal



tools

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



tests?

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

Are they primed to listen for the next 30 seconds?

in 10 seconds

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.



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.
3. Be DAMN clear about the incredible importance of your idea to the hero(es).
4. Absolutely hook them for the rest of the pitch.

2. heart

“ a genuine, personal intuition for why it must happen

in 30-45 seconds



tests?

Are they perfectly clear on the WHO and WHY?

Are they personally compelled by the incredible importance of the story?

Will they engage their mind and listen through the next section?

transition

peg the scale anchor again

3. mind

“ food for their intellectual, logical & judgmental sides



tools

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



goal

Provide answers to 2-3 of their key questions, e.g.:

WHAT? WHO ELSE? HOW? WHEN?



tests?

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?

warning!

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

in 60-90 seconds

transition

successes to date anchor again

4. imagination

“ the power to see themselves on your mission

in 30-45 seconds



goals

1. Make an ask for support.
2. Make clear the impact of that support, e.g: kick start?, scale?, deepen?, sustain?

3. Remind audience of the incredible importance and close on a high.



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 happening?

Do they understand the leverage and return on involvement?

Is the ask clear and tangible?

after the pitch



Answers and/or follow up as appropriate.



Show confidence and passion.



Is the audience member confident in their decision to engage?

Pitching your passion!

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

in 2-3 mins

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V.3