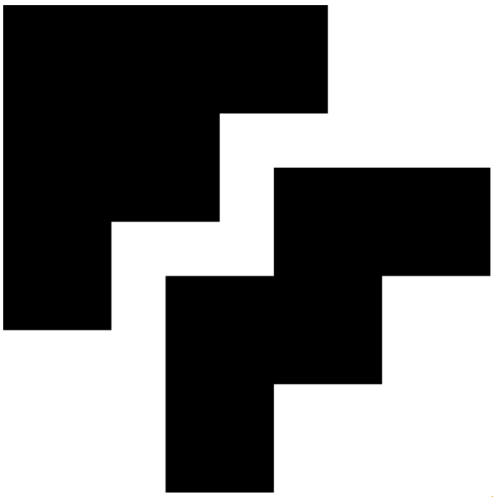


PUSH YOUR PITCH

ONLINE COURSE WORKBOOK

WELCOME

Barcelona, November 2021

The 5th of October 2005 was a life changer for me. For the first time, I would visit a Toastmasters club in Barcelona. I was hooked right away. That same night, I became a member of the world's biggest organization for improving communication and leadership skills. I had found my passion: public speaking. Four years later, in July 2009, I turned my passion into a profession.

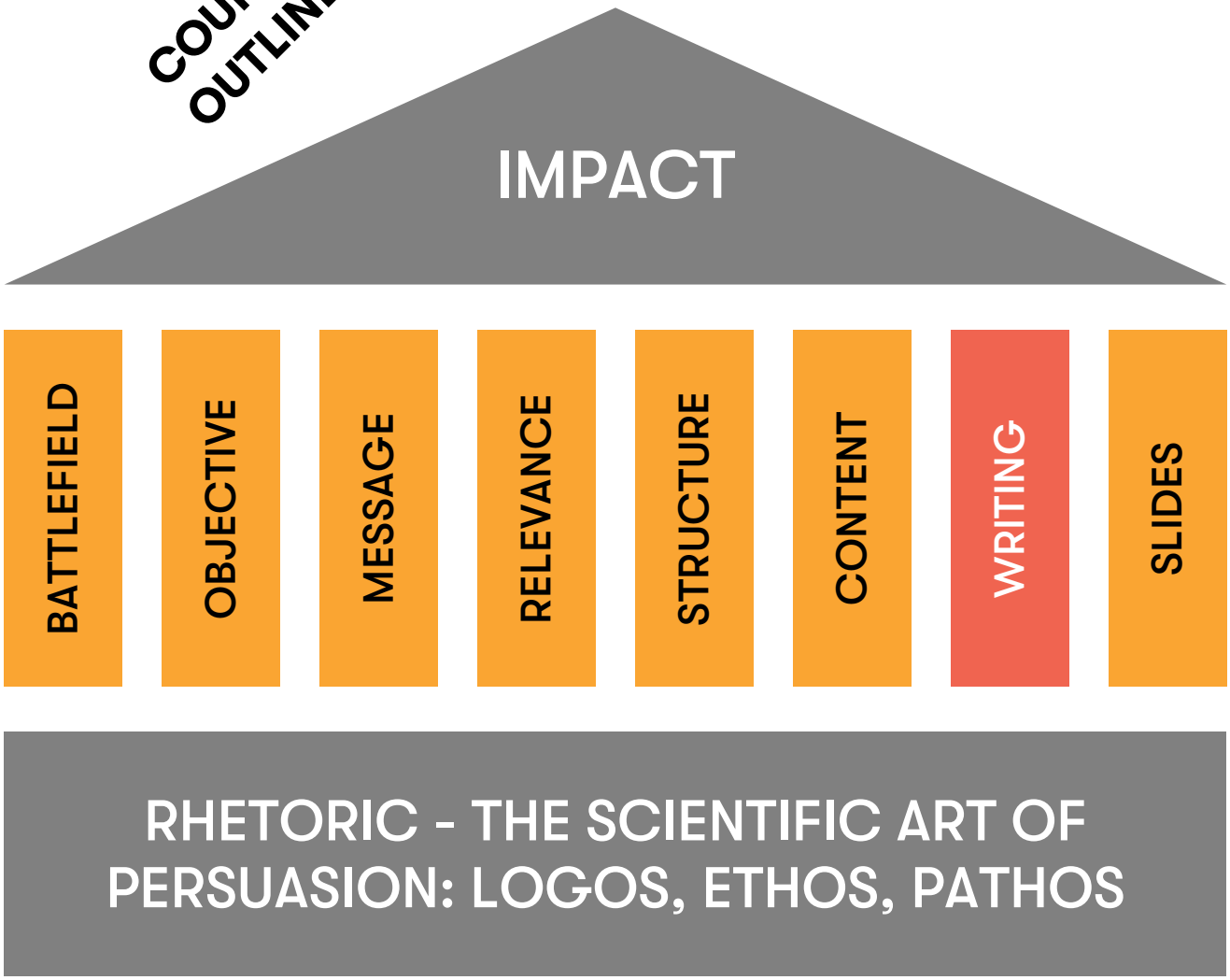
Today, I'm an international speaker, trainer and author. I have worked with 126 clients in 35 industries and in 15 countries. I have experienced more than 12,200 speeches in my trainings, including extensive rounds of feedback given by all training participants. Today, I know that rhetoric, the power to persuade, is a scientific art.

For more than a decade, I have developed a 7+1-step-process that will help you tame that scientific art. You will learn how to persuade those people you seek to persuade. You will learn how to move them to action. In the end, you will know how to sell your idea. How? By pushing your pitch beyond excellent.

So what are we waiting for? Let's push your pitch!

Flo

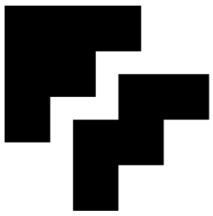
COURSE OUTLINE



Push Your Pitch in 7+1 Proven Steps

The idea you will be selling, is it innovative? Normally, the answer is 'yes'. Which makes me jealous. Because as a rhetorician, I cannot innovate. It's all there since the godfather of rhetoric – Aristotle!

For your pitch, you want to understand the DNA of persuasion – logos, ethos, pathos. That is part one. In the second part, you and I will turn a blank sheet of paper into a rock solid pitch – from the battlefield of persuasion to your slides. And why +1? Because for this course I added the step "writing", which will help you boost your content even more.



LOGOS: DOES IT MAKE SENSE WHAT YOU SAY?

"Few things are harder to put up with than the annoyance of a good example."

Mark Twain

FACTS	FIGURES	DATA

STATS	SURVEYS	RESEARCH

EXPERTS	EXAMPLES	DEMONSTRATION

ETHOS:
DO I BELIEVE
YOU?

CREDIBILITY IS AN OUTPUT.

EBA = ETHOS BUILDING ANECDOTE

How did you come up with your idea and why?

PATHOS:
DO I CONNECT
WITH YOU AND
YOUR IDEA?

NO DECISION
WITHOUT
EMOTION.

DESCRIBE YOUR VISION

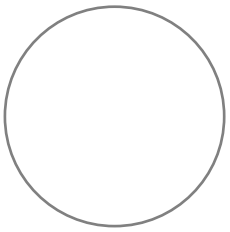
DEFINE THE HIGHER PURPOSE OF YOUR IDEA

PATHOS:
DO I CONNECT
WITH YOU AND
YOUR IDEA?

NO DECISION
WITHOUT
EMOTION.

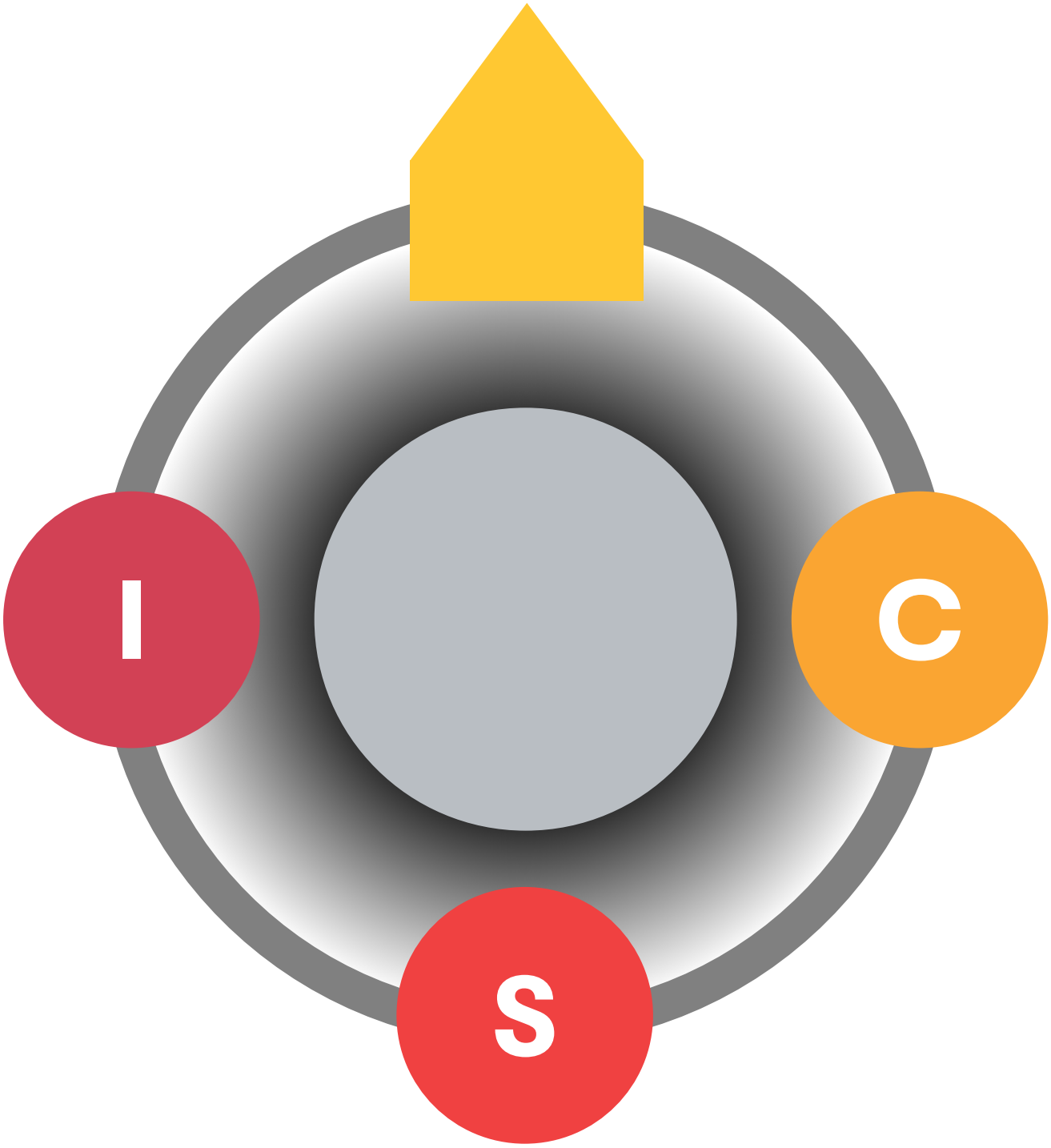
DRAW AN ANALOGY: THE SOLUTION I'M OFFERING IS LIKE...

DRAW A CORRESPONDING ANALOGY MAP

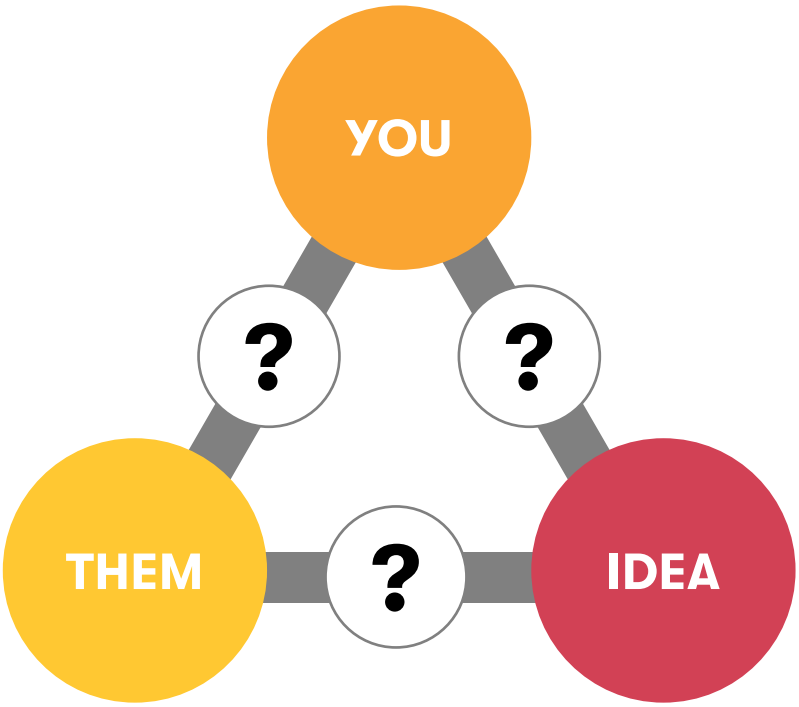


PATHOS:
DO I CONNECT
WITH YOU AND
YOUR IDEA?

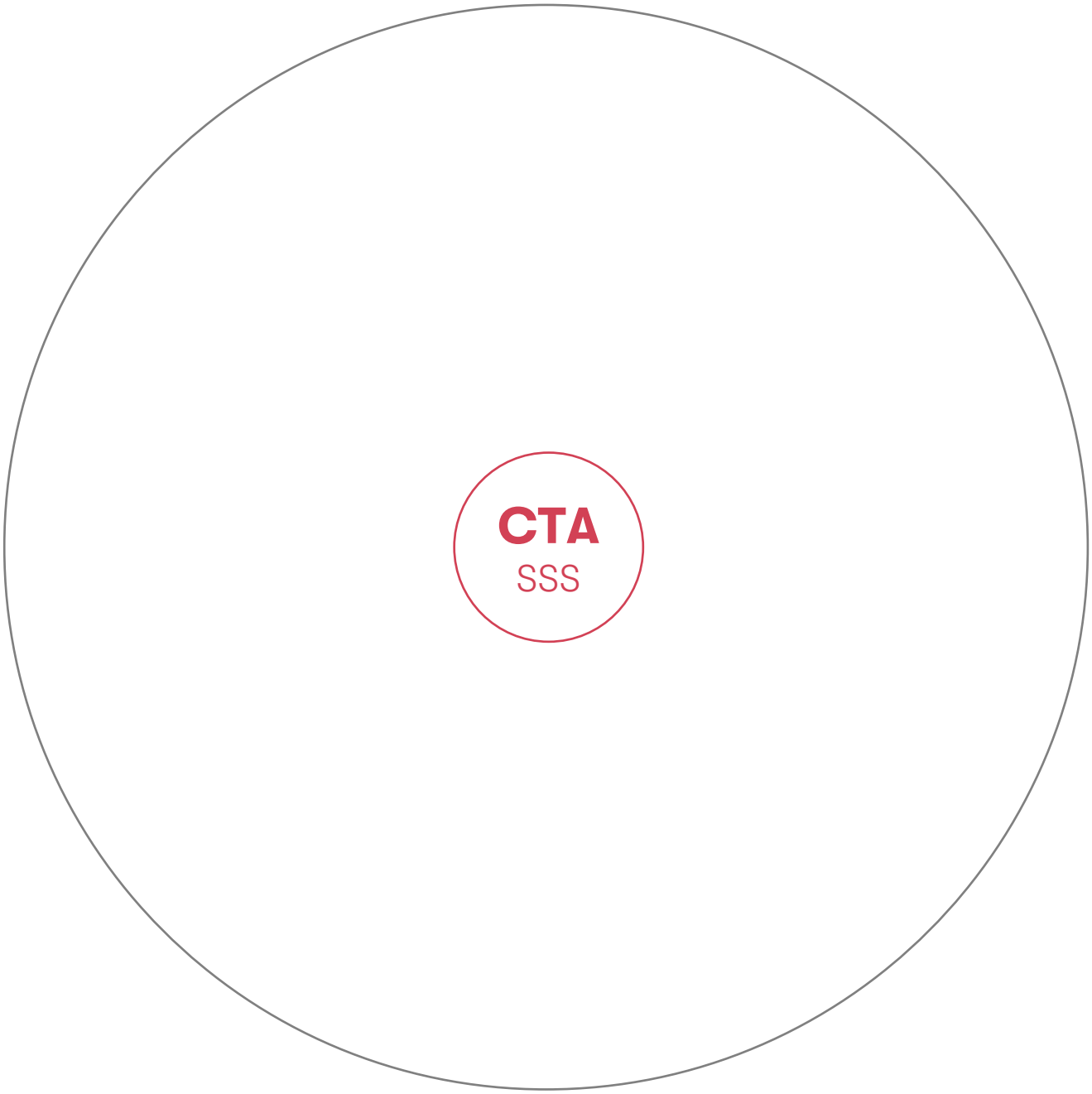
ANCHOR YOUR CONTENT WITH STORYTELLING.



STEP 1: BATTLEFIELD OF PERSUASION



STEP 2: OBJECTIVE



STEP 3:
MESSAGE

MAKE YOUR MESSAGE INSTAGRAMMABLE.

3.1. SUMMARIZE YOUR IDEA (PROJECT) IN FOUR TO FIVE SENTENCES

3.2. EXTRACT THE SIX MOST IMPORTANT EXPRESSIONS

STEP 3: MESSAGE

MAKE YOUR MESSAGE INSTAGRAMMABLE.

3.3. MASTER YOUR MESSAGE

< 6 WORDS	NO CLICHÉ	RHETORICAL DEVICES
Just do it, Connecting People, Priceless - in a social media world we remember even less. Less words, better message.	For a good public speaker cliché is... Ebola. Stay away from it! Light after darkness? Cliché. Think big? Cliché. There is no I in team? Super cliché.	Make it stick with rhetorical devices like paradox (soldiers of peace), antithesis (less/more), or asso-nance (cap the gap), among others.

A HASHTAG - AN INSTAGRAMMABLE MESSAGE

STEP 4: RELEVANCE

A listener

THE PROBLEM YOU SOLVE

BENEFITS

STEP 5:
STRUCTURE 1

BUILD AND STRUCTURE YOUR PITCH IN FOUR SIMPLE STEPS

COLLECT, SELECT AND ORDER YOUR PITCH CONTENT

5.1. COLLECT CONTENT

Write the six top benefits (Step 4) in the six gray boxes

5.2. SELECT THREE

Select with circles the three most important benefits for "them"

5.3. BUILD CLIMAX

Add the letters A (least important), B (more important) and C (most important) to the circles

5.4. CREATE THE SPEECH STRUCTURE BUILDING™

CLOSING
Summary ABC + Message (Step 3) + CTA (Step 2)

A .....

B .....

C .....

DRAINPIPE

OPENING
- Ethos building anecdote (EBA) about the origin of the idea/the problem you solve (see above).
- Message (Step 3)
- Sign post (e.g. "This idea means three big benefits for our customers.")

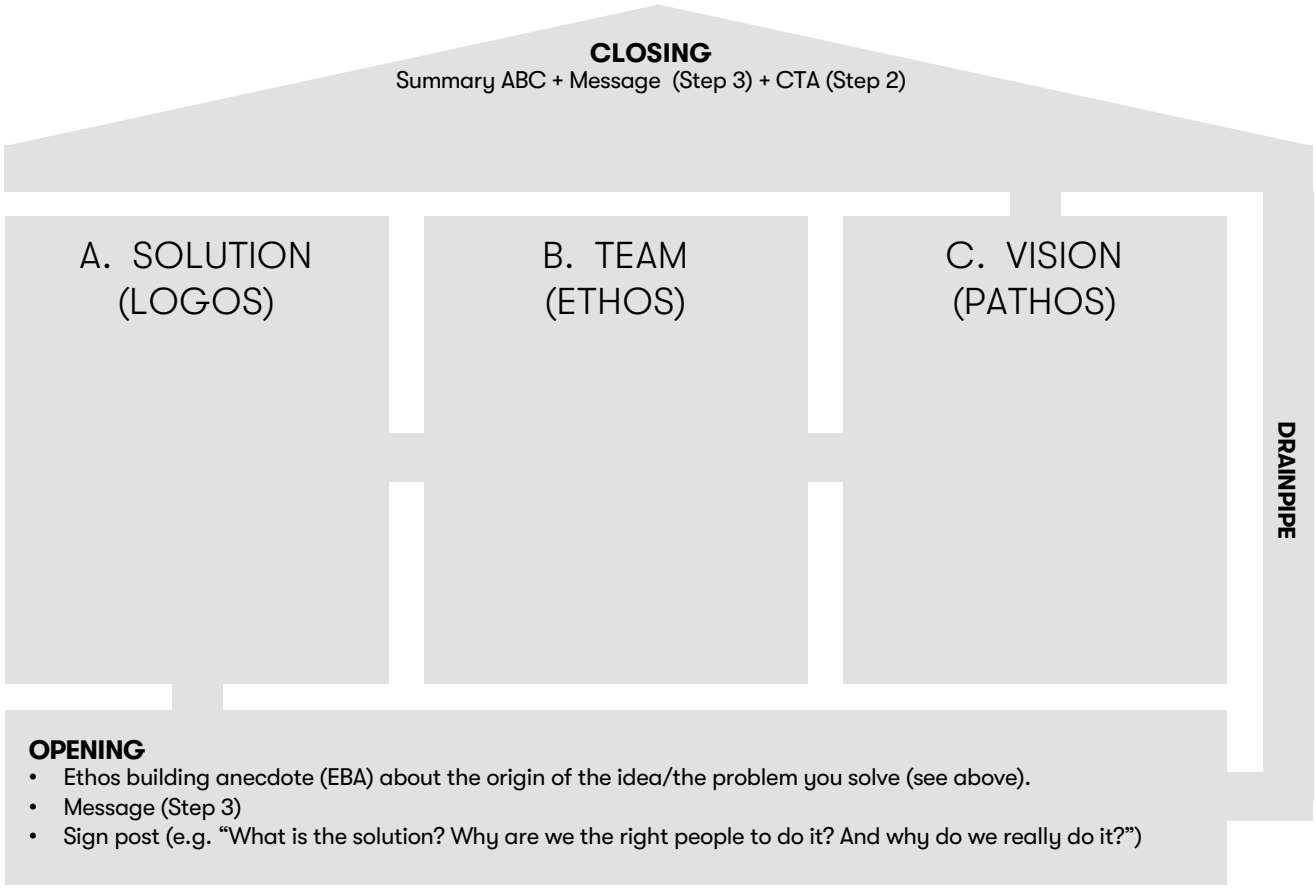
STEP 5:
STRUCTURE 2

LOGIC, CREDIBILITY, EMOTION – A PROVEN TRIAD OF SUCCESSFUL PITCHING

As an alternative to the benefit-based structure, you can order your pillars based on logos, ethos, pathos for your pitch.

When I coach people who are looking for funding for their start-up, this is my preferred option.

The logic behind is simple. In the A block you explain to them the idea, the project, the solution. How does it work? What's the business model? Market analysis, facts, figures, data, ... The B block is all about you and the team. What makes you the best team for this project? In the C block you share your vision, your higher purpose, the "why" of the project. Logos, ethos, pathos – a proven structure for successful pitching.



STEP 6: CONTENT

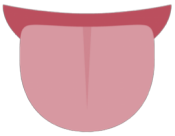
**CONTENT IS KING.
BUT BETTER MAKE
THE KING SHINE.**

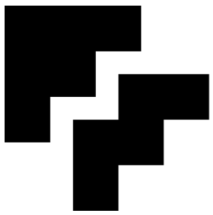
CREATE AN EQUATION FOR YOUR PROJECT

SUMMARIZE YOUR IDEA IN AN INFOGRAPHIC

STEP 6:
CONTENT

SPEAK MORE TO THEIR BODY. MORE SENSES, MORE EMOTION.

DESCRIBE THE MOMENT YOU HAD THE IDEA, USING THE 5 SENSES	
	
	
	
	
	



STEP 6: CONTENT

"Any character you introduce into your story, bring them to life."

Mark Brown, 1995 World Champion of Public Speaking

BRING YOUR MAIN CHARACTERS (E.G. A CUSTOMER) TO LIFE

N	L	P
Name	Look	Personality

STEP 6:
CONTENT

DIALOGS SPICE UP
YOUR PITCH PLATE.

RELIVE ONE DIALOG WITH A STAKEHOLDER

YOU

HE/
SHE

STEP 6:
CONTENT

A THEME TIES YOUR
PITCH TOGETHER.

GODFATHER	STAR WARS	KILL BILL
DESTINY	FORCE	VENGEANCE

SO WHAT IS YOUR THEME?

STEP 6:
CONTENT

THE 8 BALL IS STICKIER THAN INSTANT GLUE.

An 8 ball is an object in your pitch that symbolizes a higher meaning.

DISCOVER YOUR 8 BALL IN THREE STEPS

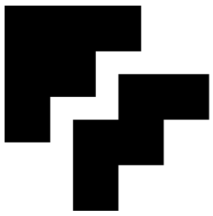
1 THINK	2 WRITE	3 ADD
Think about an object in your project that has a higher meaning.	Write an anecdote (< 100 words) about this object, your 8 ball.	Add the 8 ball anecdote to your pitch, if it supports your message.

STEP 7: WRITING

> “I saw the angel in the marble and carved until I set him free.”
>
> Michelangelo

FREE YOUR PITCH FROM SURPLUS MARBLE

DISCLAIMERS	META TALK	FILLERS



STEP 7: WRITING

"No word was ever as effective as a rightly timed pause."

Mark Twain

ADD PAUSES TO YOUR WRITING

... [PAUSE] ...

Write down your opening, using [PAUSE] at the right places:

STEP 7: WRITING

WHY DO YOU ADD SALT TO YOUR SOUP? WHY DO YOU ADD RHETORICAL DEVICES TO YOUR PITCH?

Repetition sticks. Contrast and contradiction stick. Procatalepsis kills your opposition.

ALLITERATION

Recurrence of initial consonant sounds.

.....

.....

.....

.....

ANAPHORA

Repetition of the same word(s) at the beginning of successive phrases, clauses, or sentences.

.....

.....

.....

.....

EPISTROPHE

Repetition at the end of successive phrases, clauses or sentences.

.....

.....

.....

.....

ANTITHESIS

Contrasting relationship between two ideas.

.....

.....

.....

.....

OXYMORON

Combines contradictory terms. A two-word paradox.

.....

.....

.....

.....

PROCATALEPSIS

Anticipates an objection and answers it.

.....

.....

.....

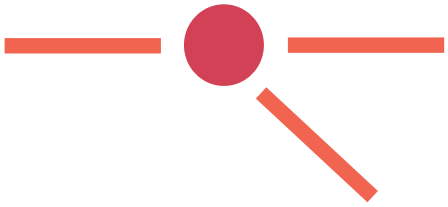
.....

STEP 7:
WRITING

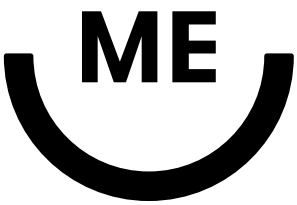
EVEN BANKERS,
EVEN LAWYERS,
EVEN INVESTORS
LOVE TO LAUGH.

ADD HUMOR TO YOUR PITCH

SAY THE UNEXPECTED



POKE FUN AT YOURSELF

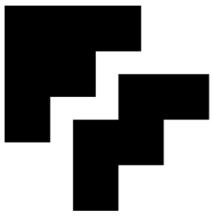


EXAGGERATE WITH HYPERBOLIC SIMILES

STEP 8:
SLIDES

"Simplicity is the ultimate sophistication."

Leonardo da Vinci



STEP 8: SLIDES

"Less is more."

Ludwig Mies van der Rohe

“Seneca, the Roman philosopher, said, ‘Luck is what happens when preparation meets opportunity.’ You are well prepared, my friend, and you have an opportunity. So I will not wish you luck. Now go out there and pitch the **** out of them!” – Flo