PITCH PERFECT

PROJECT ADVOCACY
THE PITCH

1. PROBLEM / PAIN
2. SOLUTION / CORE / MISSION
3. VALUE PROP
4. TARGET MARKET
5. STRATEGY / MILESTONES / SOCIAL MEDIA
6. THE ASK
PASSION
AWARENESS
ADAPTABILITY
RESONANCE
CONNECTION
PASSION

WHO ARE YOU?!

1. Your story
2. The CORE / ROOT of your passion
EXCITEMENT
AWARENESS

WHO ARE THEY? FEEL THE ROOM

1. Who are you pitching to?
2. What do you know about them/the industry?
3. Why should they be interested?
What do these successful campaigns have in common?
RESONANCE
PASSION
AWARENESS
ADAPTABILITY
RESONANCE
CONNECTION
“POWER” POSES
THE 4 CLASSICS

The Performer
Mick Jagger

“The body language naturally projects dominance. It’s unusual to see a woman in this position.”

The CEO
Oprah Winfrey

“This is a classic expression of feeling powerful in the moment—it causes you to physically expand.”

The Classic
Wonder Woman

“She’s really opening up. The feet spread, the hands on the hips. She’s taking up space.”

The Loomer
Lyndon Johnson

“Johnson was 6’4”, and he used his stature very thoughtfully—to both intimidate and seduce.”
PITCHING TIPS

1. Don’t lead with an intro
2. Use an emotional appeal
3. Add something strange
4. Have some facts ready
5. Get your prospect involved
6. Do NOT rehearse excessively!
RESOURCES

1. 30 SECONDS ON POWER POSES
2. Amy Cuddy’s TED Talk
3. LAUNCHROCK
4. SOCIAL GOOD GUIDE
5. Bethany’s sample pitch decks
6. Bethany’s social impact resource spreadsheet (ie. PVBLIC Foundation)
SELL ME THIS PEN

1. **GATHER INFO**: How did they last use it?

2. **RESPOND TO INFO**: Emphasize the importance of the activity they last used a pen

3. **DELIVER INFO**: Sell something bigger than a pen, like a state of mind

4. **CLOSING**: Ask for the buy
# SAMPLE CRITERIA

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Market Opportunity?</strong></td>
<td>Was the value proposition of their opportunity clear? What is the problem they are solving? Was the size of their opportunity clear and quantified? Was the target customer of their opportunity identified?</td>
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<tr>
<td><strong>Why you?</strong></td>
<td>Was their competitive advantage clear? Did they express why their management team is qualified for their opportunity?</td>
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<td><strong>Impact?</strong></td>
<td>Did they explicitly request some form of support (time, expertise or money)? Were they memorable? Could you repeat the main ideas of their venture? Was it 30-seconds or less?</td>
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<tr>
<td><strong>Good Story?</strong></td>
<td>Did their pitch arouse your attention and hold it? Would you share their story with others?</td>
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<tr>
<td><strong>Compelling?</strong></td>
<td>Was their argument persuasive and forceful? Did you learn something?</td>
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