

URL: <https://stvp.stanford.edu/blog/videos/pitching-tips-for-successful-delivery>

Author and Lina Group Inc. CEO Theresa Lina Stevens advises that every business pitch must engage an audience emotionally. She explains how important it is to always customize the content, length and elements of your pitch to the audience for as much of an immersive, sensory experience as possible. She suggests sticking to the "rule of threes" - present material in groupings of three for easier retention. Use effective slides that include captivating images, graphs and minimal words. Offer examples and anecdotes that make abstract concepts more concrete. And always answer the "What's in it for me?" question going through every person's mind. Offering examples of these concepts in action, she suggests engaging other senses through props and demos, smells, etc.



For a Successful Pitch Delivery

1. Customize for audience and situation
2. Answer "What's in it for me?"
3. Use the Rule of Threes
4. Examples and Anecdotes
5. Why/What/How/How Much
6. Appeal to all senses

Transcript

- It's very, very important that a pitch touch your audience emotionally.. This is what gets them invested and prone to action.. A dramatic storyline and great hooks alone might get you there.. But there is one more layer that can make the difference between great and downright unforgettable pitches.. The delivery of your message.. How you package your ideas so that they're not just a sequence of words, but an experience.. For a successful deliver, first and perhaps most importantly you must customize the content, length, and elements of your pitch to the audience.. This is crucial.. If the audience feels that they're getting a canned pitch, or if the material doesn't resonate with them, they'll tune out.. The pitch must also answer what's in it for me? The sooner it does that the better..

This will be running through the audience's mind, and they will never fully engage unless you answer it.. Another one is use the rule of threes.. Our minds like to think about three things at a time.. So organize your messaging and content in groupings of three.. Use examples and anecdotes.. They make abstract concepts concrete, and they help your audience relate to what you're talking about.. This will bring your content to life and make it stick.. When money is involved, such as when you're talking to customers or investors, the pitch structure may need to change to why, what, how, and how much.. Customers want to know cost and return on investment, or ROI.. And investors want to know about the market, competition, revenue, margins, et cetera..

They're evaluating ROI as well.. How much are they going to make from an investment in you? Think of this a corollary to what's in it for me.. Now, pitching to investors does have its nuances.. I won't get into them here, but you can here VC's share a few of them in the supplemental resources.. Also, appeal to all of the senses.. This will deepen emotional engagement.. Use props and other compelling visuals to bring your story to life and make it memorable.. Even smells, sounds, touch, all of that can be appropriate at times.. This is why demos are so powerful.. Take the life straw example..

You could bring out a bowl of water, dump some mud into it, stir it around, and then proceed to drink from it with a life straw.. Now, that's an image your audience will never forget.. There are many, many ways to make your pitch truly remarkable.. Check out some additional tips in the supplemental materials and get creative.. I will leave you with this.. Know each layer of a great pitch.. Study successful pitches.. And practice making your own memorable experience.. Most of all, have fun..