



How to Pitch with Impact

11/09/18

Introduction

This is me.

43 years old.

Father of one 4 year old.

15 years in advertising.

Jumped ship through CSI.

Now GM of TFN.



Has anyone
heard of
The Funding
Network?

5 P's

1. Passion
2. Purpose
3. Planning
4. Practice
5. Performance

1. Passion

The neuroscience of persuasion

“Culture eats
strategy for
breakfast”

“People fund
people, not
programs”

HBR evaluated 150 hrs of the most popular TED talks against Aristotle's ancient formula for storytelling:

Ethos (your credibility):	10%
Logos (facts and data):	25%
Pathos (emotion and storytelling):	65%

How much of
communication is
non-verbal?

Probably, more than 50%!

Words	10%
Tone of voice	25%
Body language	65%

Previous interactions.
Your energy.
What you wear.
Using their first name.
Your body language.
Eye contact.
Your opening remark.
Who you pitch with.
The stories you tell.
How you close.
Your personal WHY...

2. Purpose

Know your why!

“People don’t buy
what you do; they
buy why you do it.”

Simon Sinek

3. Planning

How communication works...

SENDER
MESSAGE
MEDIUM
RECEIVER
RESPONSE

“Oh shit! I have a pitch
next week, what am I
going to say?”

Opens PowerPoint...

SENDER
MESSAGE
MEDIUM
RECEIVER
RESPONSE



Start with **Who**
you're talking to,
and what
Response you
want from them.

Art of Response Management

NOTICE

THINK

FEEL

DO

- Sensory
- Rational
- Emotive
- Action

Mapping your Pitch

a. CONTEXT

b. IMPLICATIONS

c. SOLUTION

d. IMPACT

e. CALL TO ACTION / ASK

a. Context

Describe the 'macro' situation – national or global.

What is the broad issue you feel compelled to solve.

Credible sources of data.

Shock or surprise your audience.

Killer facts.

b. Implications

Now get specific: what does this mean for the community or individuals you are helping?

What is life actually like in their shoes.

A moving story of disadvantage.

Reference real places or people.

Personify the real human consequences.

Place the audience in the picture if you can.

c. Solution

Describe your program or your business model.

Exactly how does it work?

Evidence of success from elsewhere.

Outline the key players involved.

Testimonials or endorsements from third parties or customers.

d. Impact

What will your program achieve, and for whom?

How are you intending to measure impact?

Timelines and project plan.

Outputs and outcomes.

Feedback loop to funders and continual learning.

Get granular and detailed in this section.

e. Call to Action / Ask

How much is it going to cost?

What are you inviting your audience to do? Set a big goal and also granular chunks.

When do you need them to act?

How they can take action?

Be clear, be strong, be emphatic.

The role of Storytelling

“The most powerful person in the world is the storyteller. The storyteller sets the vision, values and agenda of an entire generation that is to come.”

Steve Jobs

1. Protagonist
2. Challenge
3. Transformation
4. Resolution

1. Challenge

What does the person need? Describe a moment that illustrates this. What does it feel like, look like, smell like?

What's the social issue - emotional + tangible?

Why does it exist? (context)

1.

2.

3.

4.

2. Character Traits

List defining traits – physical or emotional

Character's
name

3. Journey

What are three events that happened on the way to solving the problem/need? Describe them.

4. Impact

How did the person solve the problem/need?
Describe a moment that illustrates how things are different. What does it feel like, look like, sound like?

4. Practice

Know your material, backwards.

5. Performance

Opening & Closing.

Posture.

More “you”, less “I”.

Deep and sustained eye contact.

Smile with your eyes.

Repetition.

Question Pause Answer. Look Breath Move.

Don’t’ stand behind a lectern

Get out into your audience, touch them.

Ditch the notes.

Don’t’ use a mic at all, project your voice as if you were in the Roman Collusseaum.

Use a lapel or earphone mic if you have to.

Free up your hands.

Don’t’ use PowerPoint, or if you must, use high impact video or photography.

Nerves and the Wonder Woman pose.



**Standing like a
Superhero for as little
as two minutes changes
our testosterone and
cortisol levels,
increases our appetite
for risk, causes us to
perform better in job
interviews, and
generally configures
our brains to cope well
in stressful situations**

IG | GeekStrong



TFN Pitch-coaching Workshops



Half-day for up to 5 pairs = \$5,000

Full-day for up to 10 pairs = \$10,000

Open workshops

Half-day, for \$1,000 per pair

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Questions?

Thank you!