

Public Speaking

- was #1 fear in USA for a while
- Turn stress into a positive force by rephrasing what stress is

Elevator Pitch

- Quick statement usually used to seek job / funds
- Goal is to start a conversation
- Addresses
 - problem (pain/want)
 - solution (what is / how &)
 - opportunity size
 - competition
 - what you are seeking

Success factors

- 1] capture audience's attention
 - catch (provocative...)
 - ↳ AVOID reading notes
- 2] Make it memorable

5 C's of Memorable Pitch

Concise Clear

Credible Customized

Conversational

5 questions to address

Who What How Why When