



# Pitching 101



**Prepare with care**



**Slides**

**No rules**

**But...**

**Don't hide your  
client's logo.**







**One minute.  
It's as easy as that.**

**Less is more.**



*Busy slides are  
the bane of  
my existence*

**Don't try to  
squeeze everything  
on one slide :(**

**Check for  
contrast!**

*graphic design is  
my passion.*



**Please don't do this!  
Hurts my brain.**

**Plz maek sur too chec spelimg  
and grammer.**

**Make that the cat wise.**

PDF becomes 4th most popular religion





# Presenting

**How to begin?**



**Make it relatable**





**Ask a question**



**Bold statement**

**Who are you?**

**Who's your client?**

**What about the  
middle?**

**What?**

**Who?**

**How?**

**Why?**

# You don't need to sound smart.

Make the *other people* feel  
smarter with what you're creating.





# How to end?



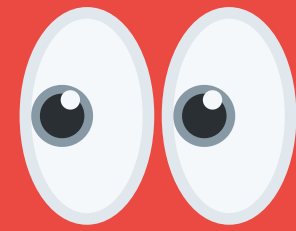
**Painfully  
awkward  
silence**

**+**



# Closing with a bang!





# Cliffhanger



# Memorable CTA



# Some last tips





# Posture



Hi!  
Can I have  
your  
attention?

Let's  
take it  
easy.

Yes, this  
is nice.

but...

BAM!

Want to  
know more?  
*Come over...*



# My CTA for you?

## #pitch-feedback

