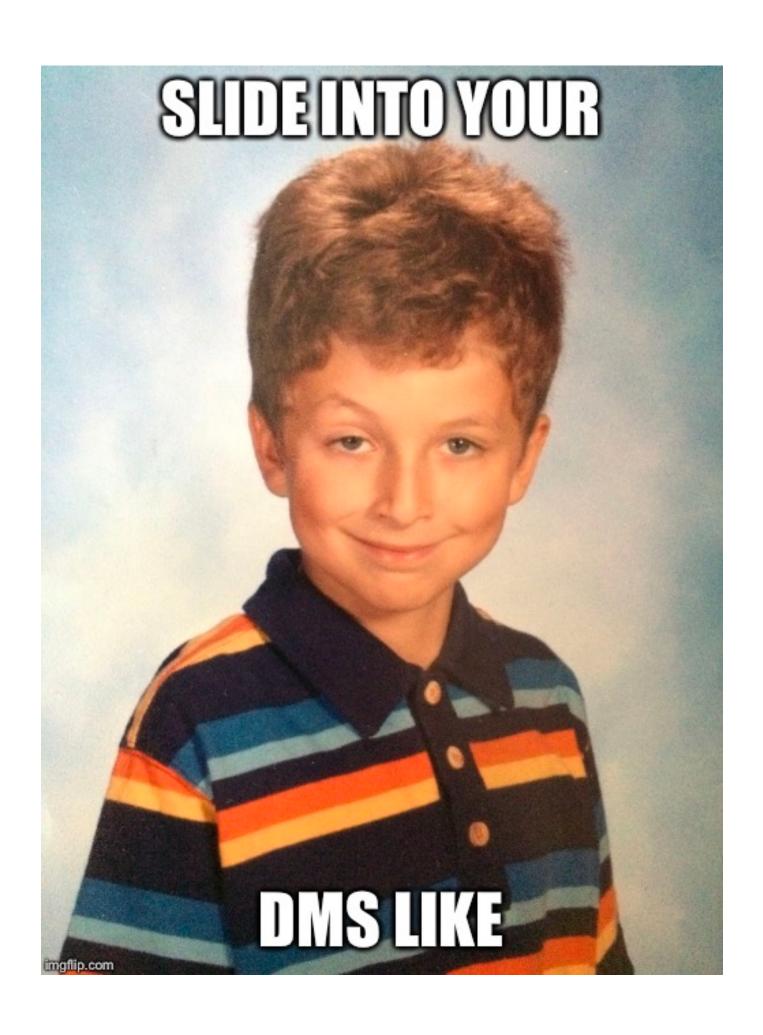
# Pitching 101



### 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!

<u>Hurts my brain.</u>

# Plz maek sur too chec speling and gramer. 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



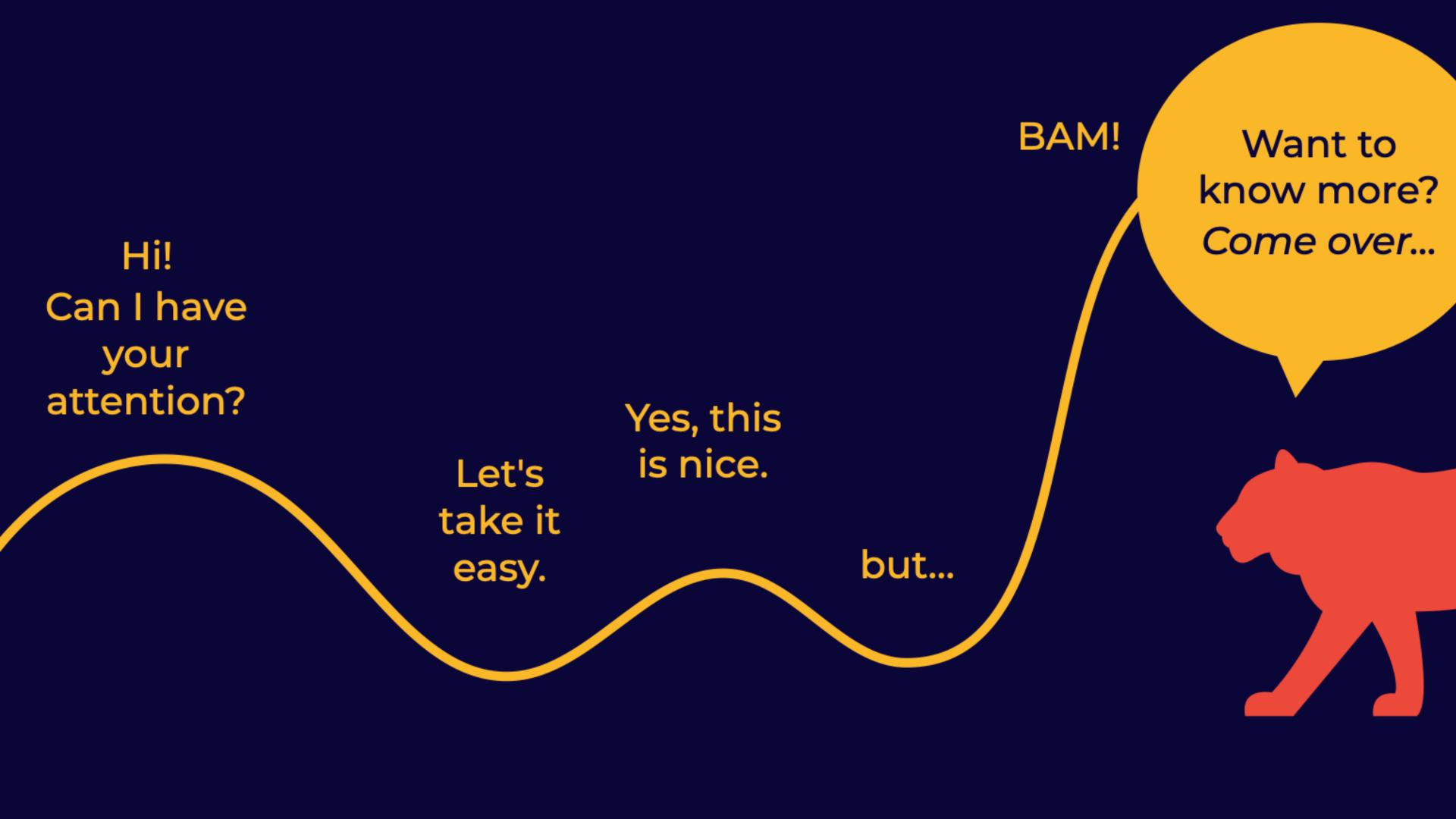


### Kill your darlings

### Pacing

#### Posture





### My CTA for you? #pitch-feedback

