



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 spel~~ing~~
and gram~~er~~.**

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?



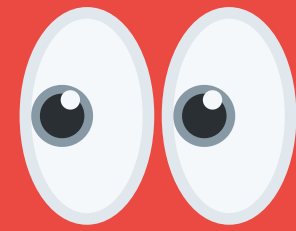
**Painfully
awkward
silence**

+



Closing with a bang!





Cliffhanger



Memorable CTA

Some last tips





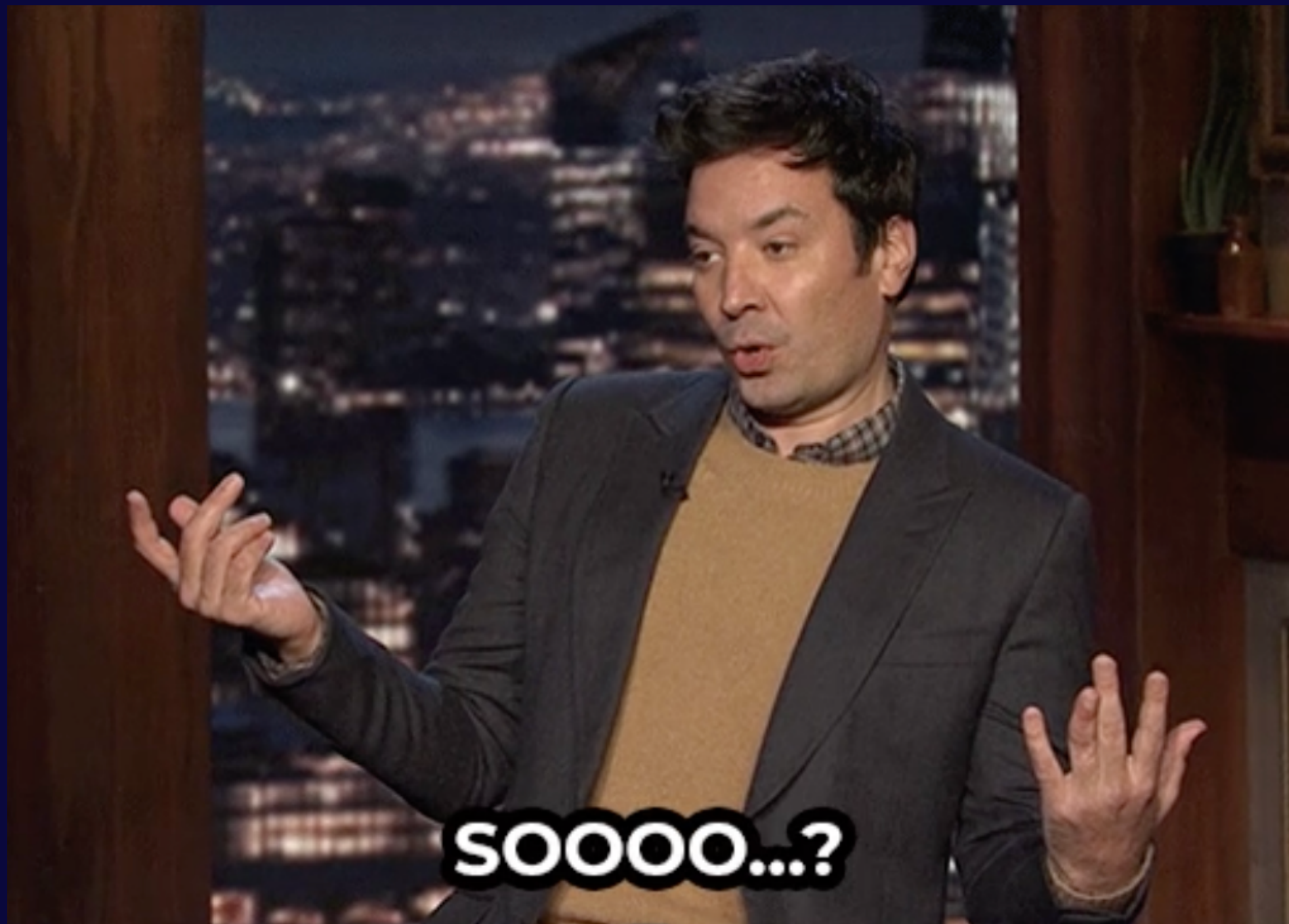
Kill your darlings



Pacing



Posture



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

