How To Change The World With One Pitch: A Blueprint For Winning At Life One Conversation At A Time

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## How To Get The Most From This Book

* Treat your book as your training manual, not a library book
* Commit to read for implementation, not information
* Get support

Pitching is the art and science of using language to influence outcomes.

# Preface

* No spin and no uus DOOK
* Only work if your intention is to do something positive in the world through your leadership, products, services, ideas, creations or cause.
* Pitching is a science- science
  + You can learn components of success easily. Through iterating
* The simplest, most direct and most effective way to solve these problems.
* Consistent rule seems to be that you will lose around four times less often. I
* The most important decision you make as a leader is to be the change you want to see in the world. Therefore, this book works on levels. It is not only about pitching, it is a pitch.
  + Pitching ideas, concepts and constructs.
  + Apply the tools to your work, your life and your life’s work.

## Introduction

* Month that the sales of the tech-company I co-founded tripled
  + What caused to win?”
  + Recipe for how we got to where we did.
  + Realized that, while in an even more raw state, this was a blueprint for influencing any pivotal conversation aw state,
* Pitches involved only types of people. They were:
  + An investor
  + A customer
  + a team member
  + Partner or board member
  + Yourself
* Success is determined by having powerful conversations with the right person -
* Once you have a great product, your success is to your pitch -
* Same conclusion kept getting reinforced. Yet still doubted it could be this simple.
  + I stopped having conversations my clients about the complexities of growing a business and - instead showed them how to do two things – influence others and - influence themselves.
  + Rather than talk about what to and how to do it,
    - Pitched to them the value of changing their behaviors and beliefs.
* Started happening in every person | coached.
* I’d won over the most stubborn and difficult person I’ve ever pitched to - me!
* Going to read some bold claims. You’ll either be excited by them or skeptical, as I was. E
* Pitch is a powerful conversation with the right person.

### Key ideas in this book

* Every day you have conversations that have outcomes.
* Pitching is the most important life skill You have not yet learned.
* Tools in this book can be learned by any committed person, including you.
* The essential elements of pitching.
* Having someone see the value in Your idea
* Having someone see you in a new light
* Having someone accept your recommendation or referral
* Pitching creates a counterweight called influenza. This causes an in-flow of people getting an overflow of Success,
* Use stories, metaphors, questions and framing to make it almost impossible for you not to implement what you read.
* Powerful and implementable strategies to reveal to you.

### How to implement this book

* Suggest you decide right now that you will not be in one of these two categories or put down the book immediately
  + Have not made a commitment to yourself to change Your behavior.
    - Are not interested in serving others.
    - Work because they tap into a universal human need serve others
    - If you only want to learn to pitch better you can line your own pockets, and you couldn’t care
      * Tools will be rendered powerless
* Pledge is, “I am reading for implementation, not information. Therefore, I will implement what I learn.
* Exceptional level of benefit for a small amount of reading,

### Why learn to pitch?

* Learning to speak influentially
  + Oratory and rhetoric were once taught at school.
  + Not only necessary the curriculum is also a loss
* Person who cannot pitch can way we connect with each other.
* People die with unexpressed visions Because of a lack of skill in pitching,

### How do you learn to pitch?

* Master and synthesize the four elements of pitching.
* Path A
  + Mindset
    - How to influence your own belief systems and clear your mind of doubts, that at critical pivots in your life you will make the right decisions.
  + Tactics
    - Intelligent moves and countermoves not traditionally words by using intelligent moves a
    - Tactical maneuvers, training techniques bold moves they use to get results.
  + Delivery
    - Study the use of the voice and read widely on body language.
  + Message
    - Become a linguist, and study narrative
    - Sifting through what is relevant and what is not, until you arrive at own synthesis of a system for pitching.
* Path B
  + Read this book.

### Philosophical basis to this book

* Study the philosophy of Bruce Lee.
  + System of thinking, gets stylized. The moment the martial art form gets stylized, it stops working in a street fight. He
  + “Simple, brutal and direct.”
  + A formula for “where power comes from.
  + He was attached to his outcome, but ruthlessly unattached to how he got there.
    - Exponentially more effective.
    - Threw out anything complex
      * Learning the right moves
      * Implementable techniques.

### A tale of two pitches

* What made the difference between Pitch A and Pitch B?
  + It wasn’t the product or opportunity that mattered.
  + Four areas, each with four rules - 16 elements of pitching.
  + You need not master all 1 G pieces. You only need to apply them.

### The 16 elements of influence

# MINDSET

* I always start with mindset.
* Like planting seeds preparing the soil - it’s the wrong way around.
* Hope is the bastion of person who doesn’t believe in their own potential to influence outcomes.
* Without clear thinking, there can be no clear speaking. Without clear speaking, there can be no clear decision making from those You seek to influence.
* Half of these people had zero chance at gaining Cor
  + Solved by finding the right investor.
    - F finding someone rather than them becoming the it was a problem of finding someone rathe
* Again and again to blame the person they are pitching to for not seeing the obvious truth of their pitch.
  + Prospect blame syndrome (PBS)·
* A choice that changed history.
  + Listen to direct feedback that could grow him and his vision, as opposed to listen to his ego, which wanted to believe that
* We divided the training in half, with a sales mindset day first then a sales skillset day two weeks later.
  + PEOple often are after overcoming limiting beliefs that have stood in the way of them achieving their goals in business and life.
  + Sales skillset day two weeks later, they were already doing almost everything I was about to train them to do!
* Cut in half the time I took to do sales training and just focused on sales mindset, plus a few skills targeted where people most often fall down
* Adjustments that will make a big impact on how many pitches you win, and therefore a big impact on your life.
* Without the ability to drop your intention and focus on connection, the other person just becomes a pawn in your chess game.

## Non-attachment

* Fortunately for me, the company came to realize that I might be better with people than with lines of code
  + Blunt enthusiasm of youth,
  + Cared too much about your point of view. And not enough about any of them.
* A graduate just 18 months into working for the company. 1 found myself in charge of people on my first large project charged with overhauling the way the company delivered software was that simple
* Of all the clients I’ve worked with, few have been truly . unattached to their outcome. And a small attachment is like a small
  + Easy to see the theoretical value of being unattached,
* To know but not to use, is not to know,
  + Consciously adjusting your perspective in the direction of nonattachment before each pitch until this becomes an automatic habit
* Hostile investors waiting until a company ran out of money and was desperate, then renegotiating terms. 1
  + Serious risk of acting out of fear and attachment and causing the result he dreaded nost. Something that has been understood in the East for millennia: Do not attach to the fruit of your actions.
* I’d never even heard of due diligence before.
  + Was wholly unprepared the specificity, directness and sharpness of the questions that a
  + Sri Sri Ravi Shankar (Sri a multiple nominee for the Nobel Peace Prize
  + A fully realized master.
  + I learned during that time was the power of presence
    - To set strong intentions that were likely to come to pass.
    - I simply learned more about how to be.
  + By the time due diligence came, 1 felt happy for no reason.
    - Trusted that whatever happened was for the best.
    - Intuitively to know exactly what to say to
    - Given us no reason not to invest.
* Most people are taught to be attached, but actually the opposite works better.”

### Care for others not the outcome

* Your task is to remain present and care for the other person.
  + “I now invoke through my will everything I need in my body: mind and spirit to serve this person to my maximum potential, to get any remaining doubt or ego out of the way and to leave it all on field to inspire them to transformative results from the heart.’
* What I call mental swagger.
  + The attitude of, “We like you and we’d love to help you. But if you don’t want the same thing, it’s no big deal.”

### Questions

* Cared more about their agenda than you?
* First considering how they might listen to you?

Intention is the necessary first step that guarantees the focus and the boldness of your message will be strong enough to ignite inspired actions of others.

## Intention

* Presence of the word inspired in my intention
  + Forced me to take bolder actions,
    - Greater enthusiasm,
    - Not only influential, but visionary.
  + Intention had flowed through me into my words
  + Got investors who not only had money, who shared our vision and were excited to do whatever they could help us win.
* You to reflect on your responsibility good person to make sure you gain great influence and to share these ideas generously. I
  + So you don’t end up regretting the gap between your dreams and reality at the end of your lifetime.

### Ignite inspiration

* A service-based intention is your guarantee of not becoming overly anxious or nervous during Your pitch.
  + Feeling nervous is a sign that your focus is in the wrong Place.
    - Feel enervated bY your self-obsession.
* Your choice is between lying on your deathbed, feeling regret and wondering ‘what if?’ or living an amazing life in which you have manifested your dreams.
* It’s not the words they use influence our response so much as it is whether they have a ;genuine intention to help us. My bet is that you can tell whether someone is genuine in their desire to serve you or not
* This the process:
  + Want from the mating
  + Or the other person.
  + Or the relationship
  + What the future is like when these three intentions are realized.
  + Now drop your attachment to these outcomes.
    - Being 100 percent present wi

### Questions

* A fuller version of yourself and consequently achieve greater results, why would you not take this time consistently

## Growth Mindset

* I zoned in on the hardest-to-impress looking investor I could find,
* 20-minute tag-team mauling by 12 dragons
  + Were friendly enough when I left, and even invited me back once I had more answers (something they did to everyone, no matter how bad their pitch was). I
* Lies that sound innocent, realistic and logical - but are in fact toxic to our growth and suffocating to our dreams.
* Their feedback they gave you a recipe for success. You’re seeing it as an indictment of failure. You left your job for this idea.
  + If you stop feeding it, it’ll die. Your idea does not deserve to die!»
  + What stops our idea reaching its potential is when we decide to stop feeding it \_

### Use feedback to fuel success

* Seeing feedback as a recipe for success is what creates a growth mindset..
* I pivoted from being a man with a fixed mindset to being a man with a growth mindset.
* Either give up or blame others
  + What instantly kills many dreams. Blaming others keep s Your dream on life support:
* No matter what other skills are missing in a person, over time they will be filled in because that person is open to hearing feedback and using it to improve over and over again, until success is gained.
  + We cannot grow and develop without one. So, growth-mindset is already inside You -
    - Deciding to access it and behave differently in the face of apparent setbacks until You re-establish this natural pattern

## Conviction

* Must really believe that you can change the world.
* You must believe that you can change the world, not believe that you will.
  + Always.
  + Can you stare in the face of the opposite belief haw it is impossible for you to change the world for the better and see that a ridiculous thing to believe?
    - That it is impossible for you to change the world.
* Your legacy will not be your product or service, but the impact you have in your interactions with the people whose lives you touch -
* The fastest way to grow a company is to grow the person running it.
* Of possibility meant that results were possible. As the results came in, they reinforced belief,
* Was a time when I used to rely the strength of my case to convince people.
  + Mindset of conviction, immature desires, such as the desire to entertain, to be one of the club, to be liked or to be perceived a certain way, fall away.
* Conviction cannot be faked. It must be felt.
  + Simon Sinek, calls “your why”. I
* Often surprising and bigger than you might expect.
* Will continue to educate children for world that does not exist, leaving them badly unprepared for the world that does.
* Percent of adults will continue to believe can only be happy once they achieve some distant goal, yet at same time doubt their capacity to achieve that goal.
* What makes this future possible is the fact that it is not ideology but necessity that will drive the urgent need for these changes.

### Create commitment

* “Why am I doing what I am doing?
* Experiencing greater connection or freedom with your family, greater time freedom or having a more positive impact on other people wherever you go.
* Let clear on not only the immediate decision you want the other person to make, but the reason you want them to make that decision
  + From the most committed of their being. This is impossible unless 1 bring to the conversation the most committed part of my being.
* Sometimes raw is what is demanded of the occasion. In these cases, conviction is what will make the rawness work powerfully.
* PLEDGE TO MY WORK IN THE WORLD
  + I commit to this path:
    - It may be long
    - Others may doubt its size
    - May not always know the path ahead.
  + I commit to this vision:
    - Even if I have setbacks
    - Is uncomfortable
    - Do not yet have all the resources to create it.
  + I will do whatever it takes to realize this vision, fulfil my purpose and honor my legacy:
* MY PLEDGE TO MY FAMILY
* Committed to my family experiencing the most energetic version of me .
* Supporting habits and routines that will deliver that energy.

# TACTICS

* Training in English and drama gave me an advantage when pitching, because I knew some vital things that others in business didn’t know about message and delivery.
* I believe passionately that my ideal environment is the workplace, not a lecture theater.
  + If you just give me a chance to prove myself J knows | can do exceptional software development for you.”
  + Me: ¨ well, Harvey, that’s a good pitch. You may be right, but it’s a costly mistake to us if you’re wrong, so, we’re not going to interview You.
  + Admire you having the guts to ring me up, Programming task
    - We gave him an aptitude test. Again, he did well -very well.
    - Liked him. He had the attitude we wanted. He was outside the box.
    - Reasons would not have thrived in an academic environment were the very reasons he would thrive in ours. But
  + Tactics had won Harvey a new destiny. And how long had he spent on the phone with me that day? Less than seven minutes.
* Tactical adjustments that will make a big impact on the number of pitches You win and therefore a big impact on your life.

## Anticipation

* Pitch is a conversation, not a presentation
  + In a presentation, you better believe that the person is having responses to everything you are saying. You just can’t hear these responses. But you can anticipate them.
  + Audience will always ask you questions in their head,
    - You can control the types of questions they ask. In fact, you have almost complete control. Example, you can anticipate a lot of the objections they wi ני have them.
      * Take away the power of any unspoken objections empathy -building leadership tool.
      * Conscious effort is an expression
        + anticipation shows you care.
* Preempt this objection before it was even rais ed.
* Lain the kudos of taking intellectual property to Firstly,
* Earn money directly through the value of the company we create.
  + Paving the way for professors of the present and the future to continue to leave a trail of excellence
  + Reflect well on our brand and
  + Everyone here, both today and the future, into winners.
* Temporary small loss in the context of a potentially enormous future gain.

### Anticipate objections

* Steps to anticipating responses before they occur
  + Test your message out on other people. Invite them to look ; your message out on other people. Invite them to to imagine what could go wrong and to write down every objection they can think of.
  + Your answer to every single objection.
* Useful phrases to attend to anticipated objections include:
  + You may be thinking …
  + You’d be forgiven for thinking –
  + We asked ourselves how we could do x (where x is an objection to something that sounds implausible).

### Questions

Give people the impression you’ve read their mind? In a pitch, the points for you are the moments of inspiration you create; the points against you are the risks you fail to counter.

## De-risking

* People decide emotionally but defend their decision logically. Risk triggers feelings of fear.
* Biggest is the failure to have integrity- Integrity means that what you say equals what you do.
* Lack of integrity can be caused not only by a failure to do something you said you would, but a failure to tell someone what you did.

### Start conversations early

* Used this tactic to excite and create curiosity
* Investor was excited and pleasany show them anything yet, and respected me not wasting their time
* We approached them in the time frame we said we would \_
* It wasn’t the first time we had met them,
* Pitch was not just our story, it was their story
* Two points critical to an audience’s decision making.
  + What we’ve already done
  + what we’re going to try to do next
* It won’t inspire the masses, but the defending wall in a team spor
* This works so effectively is that
* Most logical conclusion is that this person will continue to hit their milestones
* Important that you state the risk factors and acknowledge that there is no certainty You will achieve your future milestones.
  + Level of trust in you goes up.
  + They will tend to believe your assessment about the relative level of risk involved.

### Questions

* What are the key risks
* Language structures can you create that would de-risk - 2
* Where do you fail to be transparent?

## Momentum

* Encourages people to make quick or immediate decisions and create what I call a conspiracy to succeed.
* She shared with me how in every conversation S made sure that at the
* Engaging the spirit of curiosity.
* Cliff-hangers are an example of using a comma not a period

### Conspire to succeed

* Fail to ask for what you want, your chances of getting what you want are low to zero.
* From here, here’s how I see things progressing. You’ll be wanting x, y and z from us.
  + My intention is not to rush either you or us, but to operate efficiently so we can maintain momentum and focus.
    - Does that sound like a reasonable amount of time to you?”
  + It demonstrates leadership of the sales process
  + It creates clarity about timing for everyone
* Reaching a decision in the shortest time possible an
* If you fail to set the agenda, the customer or investor assumes you will continue not to take leadership through
  + Infer that you and they would suffer long sales cycles,
* My natural style is the opposite of direct, so 1 had to get over a fear they might think was being too bold or direct.

### Questions

* Shorten the cycle and inspire confidence in you?
* Practiced asking for this out loud
* Do you do anything that breaks momentum by creating doubt in the other person, such as avoiding eye contact at the last minute or wavering in Your tone?
* Creating excuses to opt out of this stage of the tactical element of pitching?

Success in pitching is less about how much time you take, and more about many bold moves you make.

## Bold Moves

### Be smart not slow

* We present to You, we want to make sure we hit all the things you care about first time,
  + To be clear on the criteria we’re going to be judged on.
    - Relevant to them
    - Miss something that was critically important to
    - Too much time on one thing and too little time on another.

### Questions

* Forgetting that any question not asked is an automatic ‘no’ by default?
* Cheekier in what you ask for, more direct about what you want, more able to combine boldness with friendliness, so that the other party wants to be part of your pany:

Just seven minutes of bold action can undo years of underperformance.

## DELIVERY

A great script can be destroyed by a weak performance.

## Energy

* Energy is the subtlest aspect of the four factors of delivery.
  + Arguably, it is also the most powerful.
* What you need to attend to before your pitch.
  + How you be.
  + Increase your capacity
  + The volume control
* To have your audience say ‘ves’, they must be emotionally involved; to be emotionally involved, they must be energized, and for them to be energized, you must be energized.
  + Raising the volume of your voice
  + a poignant pause
  + a moment of intense physicality.

### Be an exemplar

* Morning rituals and role modeling.
  + Should include some form of physical activity and some form of mindfulness activity:
  + Meditation
  + Breathing exercises or a combination of these.
* Nbination of these. Sharpen your decision-making power.
* Enhance your ability to stay unattached
* A living exemplar of the message you deliver. The best way to appear bold is to be bold.
* Becomes a part of your identity.
* Audience will be more energized by what you say and more confident in the recommendations you make.

### Questions

* Committed to doing daily to
* Better model courage and bold action when you deliver your pitch and ask others to take bold action?

## Pause

* Decisions not made while you’re speaking, they’re made while You’re pausing -
* What you want to convey next and how best to frame it. The result is that two separate and well-formed pictures take shape

### Create space to inspire

* He measure of effectiveness is not how much you’ve said, but how much they have retained.
  + You are comfortable with long pauses You automatically lace yourself in your audience’s eyes in the same basket as great place yourself in your audience s eyes in the same
    - Not a bad neuro-associative basket to be in,
* Poor choice to have to make. You’re going to say unless you can dedicate as much time to bringing the script to life as an actor does.
* Ult is that you will look stilted. Going to say as you say it, you don’t have time to collect your going to say as you
* A limiting belief around pausing.
  + Assume that pauses are awkward.
  + Your audience They will be thinking none of these things. Their experience of you in what you have said.
  + Gives them time to feel the poignancy
* What seemed like an eternity
  + What you said next i will remember for the rest of my life. Thank you.
* Inspiration literally happens when you are not talking. 1

Questions

* When would 11 like to shift these beliefs?
* Do you record every pitch you give?

Failing to pause means failing to inspire

## Tonality

* When pitching to a crowd because I could lift the energy enough to compensate for my inexpressive tone.

### Use tone for impact

* He took techniques he’d learned in the world of acting and applied them to the world of business.
* Your voice to improve your body language
  + Tonality influences physiology.
  + The enthusiasm/ non-enthusiasm exercise.
    - Person speaking on the mundane topic even reports that their faked enthusiasm has convinced them their subject really was interesting.
  + You can choose to focus on either one, knowing that the is that you can
    - Expressive physicality such as greater use of gesture, more expressive physicality such as greater use of gesture, movement and stage
  + I asked people to talk in an expressive voice while sitting on their hands. People found it almost impossible.
* Extend your tonality by recording yourself
  + Uncomfortable self-awareness was the start of my journey to improve my tonality.
  + I thought I’d been moving in an interesting way physically: Yet when I saw myself on video, looked slightly immobile.
    - ‘Aha’ moment dawned.
      * A self-monitoring reflex to make sure we are not being too theatrical, for fear of appearing over-the-top
        + inappropriately comedic or overly animated.
    - We over-respond to this fear of being ver-the-top.
      * The solution? Conscious overextension and review.
* Focus on one thing
  + Find the key elements of your pitch,
  + Win the hearts and minds
  + Looking at the painful cost

### Questions

* How can you use volume, pitch and speed, combined with pause, to make these moments stand out and have strong emotions anchored to them?
* Can give you honest instructive feedback about your voice so you can make small adjustments that will mean have greater impact?

If eyes are the windows to the I, then eye contact with your audience is the window to the soul of your pitch.

## Physicality

### Convey your story with your body

* Eye contact less about facial expression and more about how you relate to your audience
  + It’s less about face than interface
* The right way to use eye contact
  + I classify the PowerPoint presentation as a prop because it’s a visual add-on intended to enhance the message, yet most people use it to replace the message.
  + I pause while turned to the screen, then return my gaze to the audience before | resume speaking.
  + While you may look at the screen, don’t look at it while speaking.
  + Rule of ‘one sentence, dy sound,
    - Constant flitting of eyes from one pe rson to the other gave participants the impression that I was nervous,
    - People whose gaze I’d fixed on for most of the sentence but not all of it, repeatedly fed back that they felt deprived of thee impact of my sentence.
* The right way to use props
  + People you’re pitching to have come to be influenced by You, not your props.
  + Stories, not lists. Use a handful of words and images instead.
  + If your PowerPoint presentation makes complete sense without you, then why are you there?
  + Signal a pause where you can reclaim center stage unencumbered by a competing visual distraction.
* The right way to use body language
  + Amy Cuddy called “Your body language shapes who you are.
    - Her recipe only takes two minutes and it’s based on research.
    - Loing high-power poses In Cuddy’s research, she found that doing high-power poses two minutes decreased cortisol levels in the body by about 25 percent
    - Why is this significant? Because cortisol is a stress hormone and testosterone, which is present in both men and women, is the dynamism hormone.

### Questions

Has your physicality become powerful? Or o you notice the opposite - by choosing to extend your gestures just a little bit, is that having an impact on your tone of voice?

# MESSAGE

* Mathematician in me enjoyed the formula of constructing powerful messages.
  + Fascinated by the structure of language.
* Is no single way to perceive book but that it can have many interpretations.
* Looking for subtle ways make the two percent improvement that is the difference between winning and losing.
  + I started coaching entrepreneurs by concentrating solely on the messaging dimension.
  + Improve would plateau if their message was not accompanied by a powerful delivery. The right mindset and shrewd tactics.

## Questions

* “How could you sell to 10 times as many people with no more effort?”
* What could you say to that person so they would see you speaking at their conference necessity?”
* Could we ask them to introduce vou. So that by the time you came on stage to speak your audience was already waiting with bated breath &gt;&gt;
* He had been introduced as the expert with indispensable technology that everyone should get.
  + Ring him up and book a meeting, based on what You already understand you can offer him, which is of value.
  + Have a second phone call where you ‘Look, to make the most of our time together during the meeting, 1 have a few questions to make sure I’m on target what I say to you. This will take about 10 minutes.
  + Uncovered the three main strategic objectives of the CEO.
* “So, to get the most out of today, do you want to away with ideas or do you want to come away with decisions already implemented that will impact how many, decisions already implemented that will impact “
* Simple closed question created the context in

### Ask the right questions

* Stimulate people to think in more imaginative ways than that during conversations.
* Difference between a quesway. 10 put it in comic-book terms, the difference between the other person’s response is not a speech bubble, it’s a thought bubble.
* British population at a time when many were expecting him announce surrender. He pitched that the best course of action never to surrender but to fight till the bitter end.
  + Turned the tide of public opinion and arguably the tide of the war.
* The milestones have been significant, what’s more nportant is that we get on with the task together as quickly as possible of closing this next investment round and growing the sales of our business.
* This use of questioning to frame the valuation, no questioned the valuation we were seeking.
* Signal transition from one part of your pitch to another in a way that maximizes the empathy from those you pitch to.
  + “So, how are we going to make money from this?”
* You would just see a bunch of ideas but not ask yourself how to apply them. Including questions is an expression of my intention apply them. Including questions is an expression of my intention implement strategies that cause profoundly positive changes in Your life and business.
  + Reflections sparked off by the questions enable you to construct this bridge.

### Questions

* Powerful questions to gain more formation about your audience before you even start Pitch?
* Use rhetorical questions to powerfully guide imagination

## 

## Structure

* Success was due to what they said, or rather failed to say, in the opening two minutes.

### Address the key issues

* “What is the high-impact problem that only you can solve?”
  + Think about what’s unique in your idea,
  + Allows the listener to think about the problem before learning about your solution.
* Unless we can make methane reduction profitable, it won’t happen at the scale we need
  + The listeners understand explicitly what the high-impact prob lem is, well before we start talking about our solution.
* Would someone assume the negative
  + It’s human nature. It’s hardwired ito our neurobiology to assume the worst in the absence of clarity.
  + We couldn’t to give that creature the benefit of the doubt.
  + Create anxiety in your audience leading to the evasive action
* Important that you spend about three quarters of your time so important that you spend about three quarters of your
  + Extra effort he made to describe the impact of problem generated care, not to mention curiosity,
    - rooting for them to have a solution to a problem that a minute ago, you didn’t know existed
* Be as emotive as possible by describing the impact of non-action, the impact of continuing to live in a world where the solution doesn’t exist.
* Influence is achieved through clarity, not hyperbole.
* No matter how long your initial impressions linger.
* Sometimes a single word can be the difference between winning
  + That word is … ‘only’.
* Feel better pitching when they were being 100 percent honest, but those hearing the pitch trusted them more,
* Use ‘only’ to provide clarity to your audience about how you are relevantly different, not to beat your chest and say, “I’m better than everyone else.”

### Questions

* Can you make your impact more emotional and personal
* Do you spend about three quarters of your time describing
* You looked at the structure of your pitch and taken out everything from the first two minutes that doesn’t address three key questions? If not, what is stopping you from doing this?

Create cliffhangers not completeness.

## Rhetoric

### Set the right frame

* Way to say something you feel afraid of Framing
  + Easy and effortless for both me and the other person
* Frame No 1: State the thing you fear
  + You say what is making you nervous so shows that you have self-awareness.
* Frame No 2: Here’s why this is great for you
  + Showing the other party why what’s about to be said is going to be in their best interests.
  + Taken the time and effort to find out whether what they’re to say is relevant?
  + Shows you’ve thought about the other person’s of view. Makes your empathy and effort to understand their viewpoint explicit and sells the benefit to them
* No. 3: The vulnerability frame
  + Works well in one-on-one conversations, but generally shouldn’t be used in presentations, because when presenting you’re expected to be the alpha person.
    - To be the alpha person. In the context of a conversation, imperfections in message or delivery.
* Frame No 4: It occurred to me that …
  + It can come as a shock to that team member.
    - Helps gets around this
* Frame No 5: Change is the only constant
  + Asking people to change their behavior In pitching, you are often asking people to change ԱՆcomfort,

### Use metaphor

* Lead people to a place of new understanding.
* So why is metaphor so effective?
  + Brain processes every word as a Picture. T. Picture. T.
  + Creating a unified picture helps with the task of remembering everything.
  + Ask your audience to use their effort not to understand you, but to decide to back You.
* To get people to understand new concepts from scratch can be a challenge. This is where metaphor is invaluable. You build your metaphor on something those people know already about and add your new concept.
  + Create a short cut.

### Be succinct

* Overloaded my pitches with far too much information because overloaded my pitches with far too much information
  + My other bli was that if I said enough stuff, something would stick.
    - This is known as the 'spray and pray’ approach to pitching.
* People hear even two back-to-back ideas that don’t understand or don’t see as relevant, they quickly stop an effort to understand you;
  + Happens, your chance of influencing someon of your intention and you have created active disengagement.
* Using jargon that was specific to my industry.
  + Person will unconsciously assume you lack self-awareness. Th
  + Assume you lack self-awareness. | hie they should know something that they don’t. In this case, they disempowered.
  + Put them in the wrong state of mind.
* Use Readability Statistics to test whether you have done this well.
  + Flesch Reading Ease score is the only measure to about when it comes to pitching.
  + Should be greater Go.
  + Almost as important when writing proposals.
* Create curiosity completeness.
* Must exercise restraint in your itches, particularly if, as I am, you are talking about a subject you pitches, particularly if
  + “May my passion find its voice in the enthusiasm of my tone, not the volume of my words.”
* Make bold claims. Don’t substantiate them all - just know that you can, when the time is right.
  + Best chance of getting to say everything want is not by trying to say it all at once, but by only saying for your audience to want to invite you back for another conversation
* Avoid placing someone a situation where they either feel affronted you’ve used words they don’t understand or insecure that they don’t know something that maybe they should know.

### Questions

* Bolder moves seem less scary and more reasonable
* Shorten the time it takes to explain unfamiliar concepts?

## Story

### Inspire not inform

* Not only do they happen predictably at frequencies of around every hundred years, but more importantly onset of these revolutions is predictable too.
* looked through the winning pitch decks of companies that had received Series-B funding.
  + Every winning pitch deck included a story. One
* By creating a vivid image in the unconscious, it also inspired our team to feel duty bound to bring it to pass.
* Currency of emotional engagement.
  + Our story became a reality.

### Questions

* Inspired you to do what you do in the first place?
* How can you succinctly capture the emotional essence of inspiration in a way that inspires other people to see the world as you see it?

### 

# Time to implement

* The information age creates a weight of information. This creates many overwhelmed people getting underwhelming success.
* Higher intentions in mind.
* Make it almost impossible for you not to implement what you read.