



JLove Calderón
Art of the Pitch Presentation 2017

Want to ensure you make the impression you desire once you finally get into the room to pitch?
Read my *Art of the Pitch* and begin to incorporate the mindset, habits, and skills
into your next opportunity.

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THREE BIG BUCKETS OF THE PERFECT PITCH

YOU
YOUR CONTENT
YOUR AUDIENCE



What you are responsible for:

- Coming from your passion zone
- Complete mastery of your topic: know it inside and out
- Complete confidence in yourself and what you are pitching
- Power stance /power mindset
- Knowing your audience
- Creating a dope presentation/pitch
- Practice, practice, practice

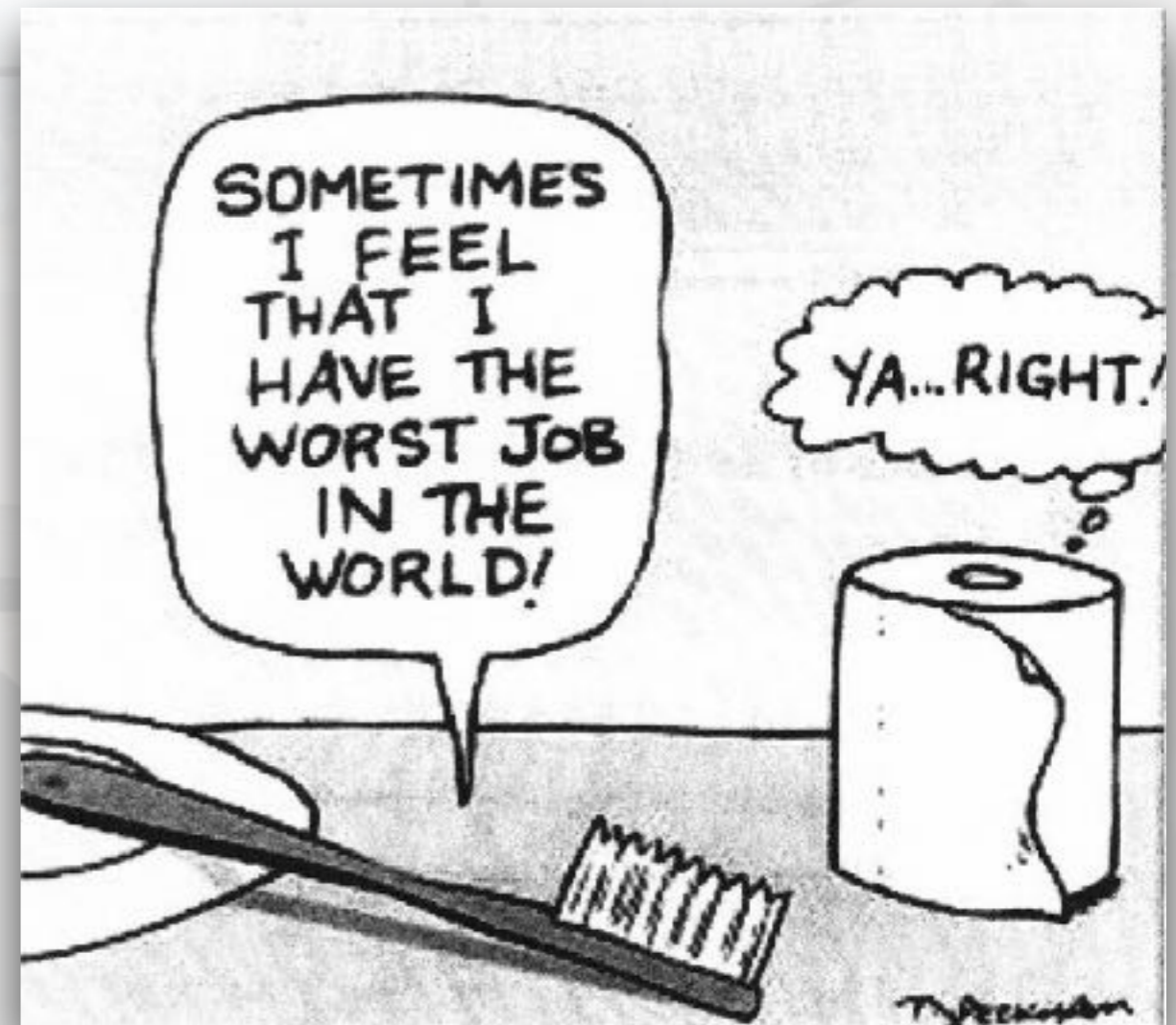


Tell A Compelling Story

When you tell a story, use metaphors, analogies, and vivid language - the brain gets activated. Incorporate a story in every pitch you do.

Lighten Up—Use Humor

Humor lowers defenses and makes you more likable. Everyone (including you) can breathe easier and relax.



Paint A Mental Picture With Multi-Sensory Experiences

Pictures are superior to words. If you hear information you are likely to remember 10% of it three days later. Add a picture and your recall will soar to 65%! A picture will help you remember six times more information than listening to the words alone.

Be An Energy Curator

Your job is to be aware of the energy in the room and learn how to use your body, your voice, your heart, and your words to create a magical and wondrous environment.



YOUR AUDIENCE

Who Will Be There?

Make sure you know everyone who will be at your pitch presentation (if you are pitching a company).

What is Their Role At The Company & What Are They About?

Research them, know their titles, and do your due diligence on researching them via social media, LinkedIn, mutual acquaintances, etc.

How Knowledgeable Are They About You / Your Project?

Research as best you can, ascertain what people know about you, your project/venture, etc. before you go into the meeting. For example, if you sent in a proposal, has everyone at the meeting been able to read it? It is important to know what you need to be prepared to present.



What Are Their Pain Points?

What problem are you attempting to solve?

Headlines?

Ensure that you know what is happening with the company publicly before you go into a meeting so you are not caught off guard and/or seem uninformed i.e. “since we just sold our company to Facebook I don’t know if we can sign-off on your project”.





Good luck!

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