

# Powerful Pitching Online Training

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You have an idea in which you need someone to invest time and money. But how will you gain their trust and persuade them that you're actually worth the investment?

## Learning Objectives

In this session you'll learn how to:

- Know your audience
- Get to the point
- Illustrate your idea
- Tell your story
- Prove your credibility
- Make the ask



## Formats

### Groups

£1,200 for 4 people, 3 hours online teaching plus 1 hour of solo work.

Ideally the two sessions are on the same day (with at least an hour between for the solo work) or on two consecutive days.

Required: online connection via PC/laptop: Microsoft Teams, Zoom, Skype or Google Hangouts.

Each attendee brings a 2-minute pitch in the form of simple notes.

Each attendee should also have their preferred note-taking medium.

### 1:1

£120 per 1-hour session. Content and schedule are tailored to each client.

The client can use these sessions to prepare for a pitch of any format or duration, starting from scratch or developing something already created into a talk that's simple, powerful and easy to deliver.

Required: online connection via PC/laptop: Microsoft Teams, Zoom, Skype or Google Hangouts.

The client should bring their preferred note-taking medium.

## Group Schedule

### Session A: 2 hours

1. The elements of a great pitch.
2. Identifying your key points.
3. Proving credibility with your story.
4. Conveying passion in your writing.
5. How to deliver a compelling pitch.
6. Gaining trust and likeability.
7. Concluding with impact.

### Solo work: 1 hour

8. Edit and rehearse your pitch

### Session B: 1 hour

9. Everyone delivers their piece and receives feedback.
10. Summing up, discussion and next actions.