

A 5 Minute Pitch Timetable

(you have 30 seconds to make each of these points):

- 1 Introduce** yourself and your team by name; briefly explain your roles and responsibilities. Give key biographical background, as it relates to the pitch.
- 2 Introduce** your project, by name.
- 3 Describe** your project, briefly.
- 4 Explain** your vision for the project – this is your dream.

- 5 **Relate** your mission – this is why you are here on earth. Doing this.
- 6 **Identify** your market / market demographic / target audience.
- 7 **Reveal** a bit about your method of marketing and distribution to that audience.
- 8 **Clarify** the value of your project, in terms of both money - and timing.
- 9 **Ask** for the money/support/publicity/order – and be clear about what you want!
- 10 **Thank** your audience for their time; leave them with a follow-up card and materials, and arrange a date and time to contact them.

- The 5 minute pitch opens up a space for dialogue.
- Don't reveal everything; leave room for questions and conversation (also like dating).
- Know who else is in your space: who is your competition? Why are you better than them? Leave something out – it gives others a chance to ask questions, or to contact you.
- Be honest – if you don't know the answer, say that - don't make it up.
- For more information on pitches, business plans, and templates, go to:
- <http://www.toptalent.europrix.org/bupl>

- The Rules of the pick-up, the hit or 'sarging':
- (from The Game by Neil Strauss, published by Regan Books, an intimate look into the secret society of pick-up artists.)

- 1 Hook her attention – break the ice
 - - by creating a 'Yes' ladder – make statements and ask personal questions that require an affirmative answer

- 2 Demonstrate your high value – you can use charisma and magic if you are experienced
 - - in order to stand out from the crowd, and the surrounding 'noise'

- 3 Build rapport, build confidence and create a sense of emotional connection
 - - trust plus comfort = rapport

- 4 Then and only if appropriate, make the score – the physical connection