

3-Step

Proven-To-Succeed Business Pitch Guide



Jason Froehlich

3-Step Proven-To-Succeed Business Pitch Guide

3-Step Proven-To-Succeed Business Pitch Guide

By: Jason Froehlich

© Copyright 2022 Jason Froehlich

Any unauthorized use, sharing, reproduction or distribution of these materials by any means, electronic, mechanical, or otherwise is strictly prohibited. No portion of these materials may be reproduced in any manner whatsoever, without the express written consent of the publisher.

Published under the Copyright Laws of the Library of Congress of The United States of America, by: The Profitable Pitch - Jason Froehlich 4287 Harrison Blvd. #152 Ogden, UT 84403.

While all attempts have been made to verify information provided in this publication, the author does not assume any responsibility for errors, omissions or contradictory interpretation of the subject matter herein. This publication is not intended to be used as a source of legal or accounting advice. Please remember that the information contained may be subject to varying state and/or local laws or regulations that may apply to the user's business.

The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal, state, and local, governing professional licensing, business practices, advertising and any other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the purchaser or reader. Any perceived slights of specific people or organizations are unintentional.

If you apply the ideas in this book, you are taking full responsibility for your actions, and there is no guarantee you will duplicate the results stated here. Every individual's success is determined by his or her individual desire, dedication, knowledge, motivation, and effort level.

Step 1: The Profitable Pitch Formula

[Except from Chapter 3 [The Profitable Pitch](#) book]

So, what makes a great pitch that grabs your audience's attention, keeps them interested, and influences them to embrace your ideas or buy your products or services?

This is where you would probably think I am going to tell you about crafting a sensational story. But, that is not what makes a great pitch. Using a story is a great tool to persuade people to pay attention. And, a story can have a far better emotional impact on people than just abstractions or numbers or statistics or charts or data.

However, just standing in front of an audience and telling a story doesn't create a great pitch. You might get a standing ovation, and if that was what you were looking for, great. But, if you are embracing the idea I'm talking about where a pitch has an intended purpose, and that is to get results of some sort, then just having a story isn't the only part of a pitch. When you weave it in the right place, use it in the right context, and make it so it doesn't sound like propaganda, then a story is powerful, emotional, impactful, and can move an audience to take action.

Next, you might think I am going to share with you a fill-in-the blank blueprint to use in your next pitch. Some sort of template to follow and you'll get your next "million-dollar" results with it. I love templates and believe they have their place. But, just trying to add a few words to a pre-filled template and making it yours never gets the emotional punch you are hoping to deliver. The words, emotions, personality, and context of someone else's template really aren't yours and usually fall flat.

Start with the building blocks. When you get them down, you have a greater chance of reaching your intended outcome.

3-Step Proven-To-Succeed Business Pitch Guide

When clients work with us, we take them through a simple set of building blocks to help uncover the solutions to put together something that will have a purpose-driven outcome.

Something to note at this point is that not all pitches start in the form of PowerPoint presentations or keynote speeches or interviews.

For example, when we worked with Julie Hubbs from “About Progress Not Perfection” who has a non-profit organization that helps teach rehabilitation to inmates in prison, we helped her with her book cover. This was going to be one step in her overall promotion that she would give out or sell after her pitch presentations.

The formula works for book cover design the same way it works for pitches. We broke the formula down, so we could better help her create a results-driven title, sub-title, design, and then the pitch.

Here’s The Profitable Pitch Formula that we took Julie through and that we recommend everyone go through before crafting a presentation and pitch:

1. Reach
2. Relevance
3. Relatable
4. Results

Even though this is in a formula format, this is more like a system and should be considered and used like a system. No one part is more important than the other. No one part can work alone. The formula works only if you combine all the parts and use it according to system rules.

3-Step Proven-To-Succeed Business Pitch Guide

In Julie's case, her book cover now stood out and captured the attention of her intended audience, created interest to read more, and kept them engaged to follow up and request her as a keynote speaker and order books. She is changing lives and fights for a cause much bigger than herself.

Pitches, presentations, annual reports, keynote speeches, consultations, and every audience interaction doesn't have to be a boring, long, or confusing experience for them. You can make it much more enjoyable and worth their investment of time and money.

If you need help designing your slides, pitch content, or other material, then go here:

www.theprofitablepitch.com/services.

Step 2: Connecting With Your Audience

[Except from Chapter 6 [The Profitable Pitch](#) book]

The hardest part about a pitch is connecting with your audience. But, if you don't connect with your audience you aren't going to get very good results. This is why determining how to be relevant and relatable to them is important.

When I was working for a big bank in California, my clients were mostly out on the East coast. Now, this can be challenging because the two ends of the nation can feel like they are two completely different kinds of people. I might have been in California, but we weren't so different that I couldn't be relatable. I just needed to find the common ground we stood on.

My job was a SBA Commercial Business Lender. I needed to bring in small business acquisition or owner-occupied real estate loans. My customers were the business bankers of the bank I worked for. If you are really good at this job, you may also land a local loan broker. I saw other successful loan officers in the bank land a few of these "whales" and it turned an ordinary year into an extraordinary one with a multiple six-figure income.

Obviously, I wanted those big clients, and I needed to create a pitch to send to these brokers that would get them interested in my services. And, it needed to be engaging enough to influence them to give me a call. I needed this break because my year was looking to be pretty ordinary again, like it had been the year before, and I wasn't too excited about that.

I drafted my first pitch for this audience, sent it, and waited by the phone for two weeks to see who would call. Crickets! That is all I heard. Just dead silence. Not a single phone call from any of the fifty-three letters I sent. My pitch wasn't looking too good. I did learn one thing though: it didn't work. So, back to the drawing board.

3-Step Proven-To-Succeed Business Pitch Guide

After looking it over, I realized that I wasn't being relatable at all. Here I was sending a letter from California to someone in Pennsylvania, and I could see my mistake. They probably thought, "Who does this guy think he is?"

So, I made one critical change. I added this line to it: "I know you are busy, I am busy too. I don't want to waste your time, so if this interests you, I am taking calls from three new brokers between 1pm-3pm EST on Tuesday, May, 25th 2004."

I ended the letter with, "Thank you for taking the time to read this. Looking forward to speaking with you."

That was it. Everything else stayed the same in that one-page pitch. Why add that one line? Because as a broker, these men and women were busy; they were on the phone all the time, in meetings from morning to night working on deals, at closings, trying to get documents all the time from their borrowers, having to deal with multiple banks, and had to figure out how to eat and get the rest of their life to fit into their hectic and demanding schedule.

I was quite frankly in the same position they were. So, I put a line in my message that screamed "I relate to you and I understand you. I won't waste your time." That was the most important thing to them, more than anything else, because to them time was money.

The day came, and after 3pm EST, I had taken four new calls from four new brokers who ended up working with me on a consistent basis.

When you do this and become relatable to your audience--of any kind--you instantly become connected. With a connection, you can become the trusted friend, advisor, or mentor they are looking for to help them reach a goal, fulfill a need, get a problem solved, and all that leads to you getting results. But, you have to be willing to help more of them by being relatable to them. Connect with your audience and serve them, and you will get served as well.

Step 3: Designing Your Presentation to Get Results

Here are our Fortune 100-Level designer's top 10 rules to create a winning presentation in PowerPoint, Google Slides, or Keynote...

- That Looks Professional
- Conveys Your Message
- Builds Curiosity
- Helps Improve Your Sales Conversion.

You need a visual presentation for your pitch, but how do you use visual design to instantly help improve your sales conversion?

Visuals can be a very useful tool that can help improve conversions, but only if used properly.

You've probably defined your goals (if not, refer back to [The Profitable Pitch Book](#)). Labored for hours over your message until you crafted the perfect pitch. But now, it's time to build your presentation. How you design it and use your visuals will determine if you look professional, clearly convey your pitch, create curiosity for your goods or services, and motivate your audience to take a desired action.

There are ten rules I will outline here that are meant to give you some solid strategies for building an effective presentation that elevates your pitch.

If you follow them, you'll finish with a design that keeps your audience interested from the beginning to the very end.

Without further ado, let's jump in and get cook'en...

3-Step Proven-To-Succeed Business Pitch Guide

Rule #1: Key Players

Let's get something straight. In everything we do, there are some key points that everything else we do is centered around. I call them our key players. With those key players, the rest of everything else works to keep the focus on those players.

You might be playing the long-game or the short-game (this all depends on your sales cycle which depends on the goods or services and the decision timeline associated with it) but how well you have your key players set up will determine how many points you can rack up.

Another way to put this, learn to play to your strengths.

So, when it comes to your message and visuals, you need some key slides. Every slide is important (I know, I know...), but the importance of each of them centers around your KEY slides. You've got to be honest with yourself and identify three, five, or seven that will be your centerpieces. The rest will set up and reinforce your key message slides.

I'm not telling you to delete all but a handful of slides, I'm asking you to focus on a few key moments you will put a little extra effort into.

When I work with a client I will usually go through an entire deck and hear what they have to say for each slide. Usually there's one that is the most important. The key message that tells you why the product or service is the best solution, why the new widget is better than all the others, or why your idea will transform the world. You want to put extra thought and effort into that moment. Think Steve Jobs repeating, "An iPod, a phone, and an Internet communicator." Bill Gates releasing mosquitoes into the audience at TED. Of course these are big dramatic examples, but you have an opportunity to have your own.

Figure out your most important slides and put a little extra something into them.

3-Step Proven-To-Succeed Business Pitch Guide

Rule #2: Keep it simple

What's the worst case scenario you could have after your presentation pitch? No questions. No hands going up after. No one is booking a meeting with you. Or, the worst thing is a room full of people staring off into space when you've figured out how to end world hunger.

Congratulations, you've just successfully given a presentation no one was listening to...or they were absolutely overwhelmed with the amount of information (there is a reason this guide is short, and *The Profitable Pitch* book is less than 100 pages).

When you are presenting, it's an opportunity to have a conversation. When people have questions, it can be an opportunity to shine, engage with the audience - or your target customer (not everyone in the audience will buy, but that ONE customer or benefactor you are hoping to engage with should be your focus).

So, how do you build curiosity and get them begging to work with you...or buy your product...or invest in your startup...or donate to your cause?

You might have 368 different features to your big idea, and they're all amazing. But, putting all 368 on one slide isn't a good idea. In fact, let's bring back the rule from before and expand on it.

Keep to one idea per slide.

Here's what you do: you get one solid idea and put that on a slide with three to five supporting facts. THEN, LEAVE IT ALONE AFTER THAT. You can always use additional slides (as many as time allows) that can continue to reinforce the key point you are trying to make.

3-Step Proven-To-Succeed Business Pitch Guide

Keep it simple on your slides so your audience can focus on what you're talking about. And, remember, as you move from one supporting slide to the next it is to reinforce the main idea of that key slide (your key player). You repeat this until you are ready to transition to your next key idea to support your overall big objective.

The more information you make your audience process while you speak the more likely they will disengage with your message.

Practically speaking, take all the explanations off your dense slide and put that in the notes. Speak to it instead.

Rule #3: Visualize

If you were to hire my team and I to help you with your presentation design, we would begin with a client briefing. We'd discuss what we can and cannot remove from slides, then we would begin to talk about your graphics.

In all too many cases, we see graphics that are too dense, and this creates a dangerous problem for the audience. They won't understand what seemingly you understand intuitively. So, how do you make this simple and clean?

We want your graphics to tell the story of how amazing your product or service can solve someone's greatest problem or pain.

Here's how you do that: begin by asking some deep questions.

3-Step Proven-To-Succeed Business Pitch Guide

1. Can you turn those 12 bullets into a 12 step process?
2. How can you simplify this to make it easy for your customer to quickly understand?
3. What can I remove and still say the same thing?
4. Does object one sit next to object two, or does object one actually sit on top?
5. What relationship do objects have on the slide?
6. Is complexity the point?
7. Do you have a central idea that other supporting items orbit?

“A picture is worth a thousand words” if you use it correctly. Here are a few tips to keep your slides clean and keep your message concise and compelling:

- If you can show a graphic and use less on the slide to communicate the same idea, do it!
- Think about what your slides are saying and how you can visualize them in some way.
- Showing the relationship of the information is more compelling than just stating it.
- Remember to continue to keep it simple here.

Rule #4: Flow

You know what you want to say, but you struggle with the structure or don't know where to start? What happens when the flow of what you are saying is out of order?

The biggest problem you face when this happens is your receiving audience gets confused. When they are confused, they don't buy, donate, or invest. Your sales cycle ends at the end of your pitch.

Here's how you keep your prospects moving down in your message to create a desired behavior.

At this point, you should have these things checked off. If not, start back at the beginning to make sure you've got it covered:

3-Step Proven-To-Succeed Business Pitch Guide

- Messaging goals is locked
- Crafted the ideal message for your ideal audience
- You have a solid outline
- Know your key moments to hit major points
- Visualized your content
- Now, let's check your message flow

Does your pitch follow a cohesive storytelling framework?

If I was working on your deck, I would look at your presentation in a slide-sorter view with you. I would look at the slides we've just walked through and ask if they're good with the order. If I see anything that sticks out or could be moved to make a better point, I'd point it out. You're going to have to be a bit ruthless here and do this as if I was with you.

Now, there's tons of ways to construct a flow to your presentation. Problem, solution. The hero's journey. You can spend hours on the internet looking at different ways to organize your thoughts in a cohesive manner.

But, no one knows your message better than you do, so take some time to think about what your supporting facts are. Most of the time you want to start strong and end strong.

Make logical steps towards a final resolution or call to action. Looking at your slides altogether helps you see where maybe something is out of order or could be moved to be more effective.

Another thing I like to point out here is, your audience is king, or queen. No one wants their time wasted, not just C-suite folks. Get your flow right and keep it simple.

Rule #5: Type

3-Step Proven-To-Succeed Business Pitch Guide

Here's another area where trying to stick to a few rules can make the difference between looking professional and looking problematic.

Unless you're a typographer, you should try to stick to one font. If you work for a company with a set of brand guides, stick to the rules when it comes to type.

Use one font and use stylization sparingly. Stylization is adding italics, bold, or color to emphasize type. If you decide to use italics for emphasis, only use italics. If you use bold for emphasis, only use bold. Don't use both.

Also do not emphasize everything. I can't tell you how confusing it is as a reader to see a quote or paragraph that only has two or three words not bolded and try to make heads or tails of what the point of the emphasis is. If the whole thing is important just let it stand.

I try to stick to three sizes of type per slide. Now sometimes you can't, but in most cases you can. Usually you have a title, subheads, and body copy. Add a footer and you have four.

Remember you are forcing your audience to see and weigh the information in a logical way. For titles try to stay between 28 points and 44 points. For subheads try to stay in the 20-28 point range. Are there exceptions, sure! But this is a general rule for novice typographers.

Rule #6: Colors

Colors tell us where to look.

This is where I'll ask you to think about color a little differently than maybe you do on a regular basis. I get it, we all have favorite colors and big opinions and feelings about color. That's what makes colors so powerful.

3-Step Proven-To-Succeed Business Pitch Guide

I'm going to ask you to think about color objectively, not subjectively when creating something for your audience. Colors attach meaning to things. White can feel elegant and pure, red raises our heart rate and makes us feel alert, green can create a calm feeling.

Use color to your advantage. Use it sparingly to direct people's eyes to what's important. And use the colors to create a feeling as you do it.

Just like fonts, if you have branding guidelines, use the colors from your brand color palette.

Rule #7: Graphics

Graphics can be a tough discussion for folks. We all have an innate sense of aesthetics. What I think looks good and what you think looks good might match, but maybe not.

Design isn't about what's pretty, it's about making objective decisions. Just like picking fonts, using emphasis and color, your graphics need to be chosen based on the same principals. Think about your audience's needs, not your own.

If you're making a diagram, be consistent with line weight, box sizes and color. I like to ask myself when building diagrams or charts, "How much can I remove before it doesn't make sense anymore?" When creating a chart, keep it simple and if possible highlight the main piece of data, or even better call it out with a large stat.

If using photography, pick images that are consistent in color, tone, and composition. Find images that aren't hokey, that feel natural. Your photos should match the feeling you want to evoke in the audience.

3-Step Proven-To-Succeed Business Pitch Guide

Crop images consistently. If you have images of team members try to make sure they all are lit the same and have the same background. There are some simple editing tools in all presentation software you can use. If that's not possible, at least crop their heads or faces at the same size and in the same position. These details are the difference between looking haphazard and intentional.

Rule #8: Visual Story

Take your image on one side and then write out the narrative that the image is to tell. Examine it and be certain that your image visually tells the story you are intending.

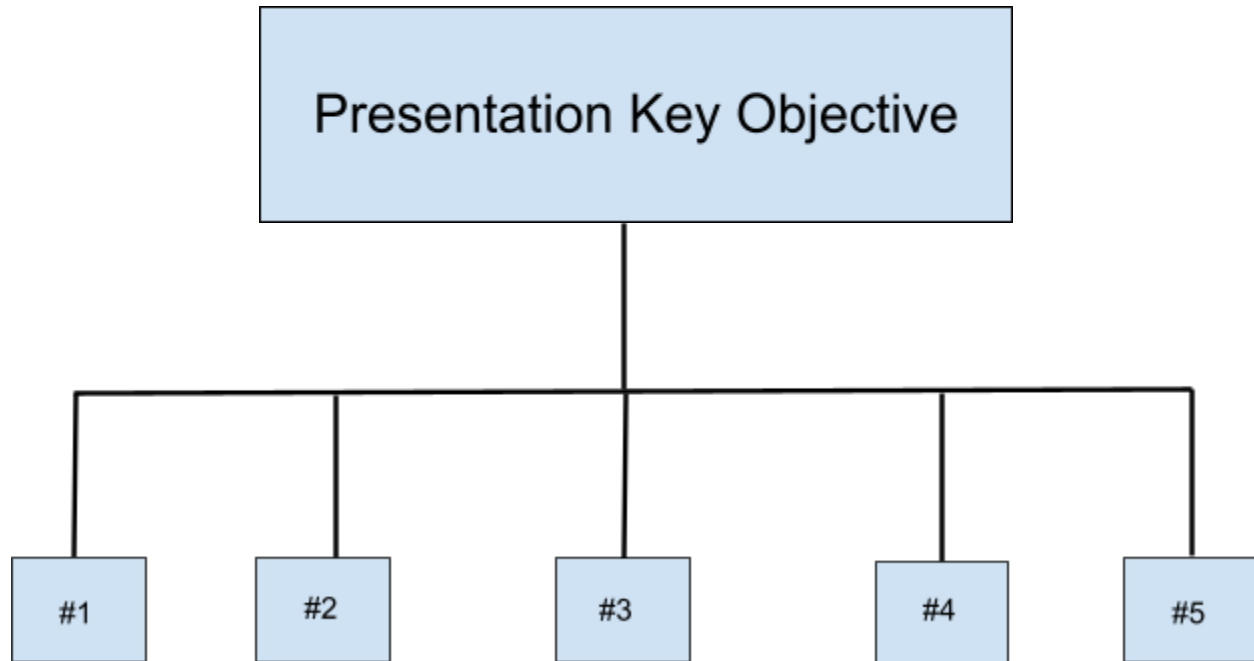
It should be easily understood within three seconds or less.

Rule #9: Hierarchy

Think of your presentation in the sense of a hierarchy or guide map. There is a main objective at the top and then supporting factors that play a key role (like key players or key points or key milestones) to successfully get you to the top of the mountain.

Taking an objective stance by laying out your presentation and looking at it in this way will give you the confidence that your objective is being reached through each point you are making.

3-Step Proven-To-Succeed Business Pitch Guide



Rule #10: Conclusion

Make your conclusion clear and intentional. Your audience doesn't want to have to solve a puzzle to know what they should do next. If you have an intended end result you want from your pitch, then give them precise instruction on what to do next.

This could be visiting your website or storefront, enrolling in a consultation, signing up for a free call, donating to your cause, or anything else for that matter. What you need to do is have a clear conclusion for your audience to follow.

Do all ten of these pieces to your pitch and it will be profitable for you.

I wish you the best on your next pitch and/or presentation. If you ever need any further help with design, messaging, story, positioning, or all of it, don't hesitate to reach out at us at the links below:

Free 30-min pitch/presentation design service call: [click here](#)

Free 30-min story development discovery call: [click here](#)

Free 20-min clarity call: [click here](#)

Jason Froehlich

The Profitable Pitch

We are a design agency created to help you develop presentations that are clean, professional, and compelling.

We also help you with story and message development to position you or your company as a leader in your industry.

See our website for further details:

<https://www.theprofitablepitch.com>

