



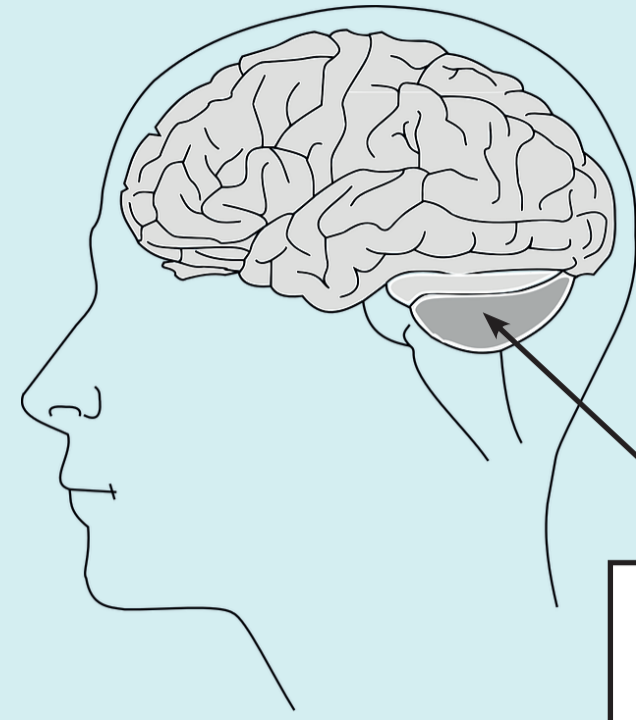
PRESENTS

YOUR WAY TO

pitch
SUCCESSFULLY

WE HAVE TO
RETHINK THE
WAY, WE GIVE
INFORMATION.
BECAUSE EVERY-
THING WE SAY
HAS TO GET
THROUGH ONE
OF THE OLDEST
PARTS OF
HUMAN BRAIN.
AND THIS
„CROC-BRAIN“
SEES THINGS
DIFFERENTLY...

1. KNOW THE BRAIN



THE
„CROC-BRAIN“

2. LEARN THE PITCH-SLAM-METHOD



PITCH

6 MODULES

- WHAT?
- WHAT FOR?
- HOW DOES IT WORK?
- WHY THAT WAY?
- WITH WHOM DO YOU WORK?
- WHO ARE YOU

S SHOW WHO YOU ARE

PERSONALITY WINS. ESTABLISH YOUR STATUS AND SHOW THAT YOU ARE A PRO!

L LEAVE THE PATTERN

COMMON THINGS ARE LESS INTERESTING. MAKE SURE THAT YOU DO SOMETHING DIFFERENT IN YOUR PITCH.

A ALL IDEAS NEED A CONTEXT

IDEAS NEED TO BE FRAMED. TO UNDERSTAND AN IDEA AND GET THE POINT OF WHY IT IS A GOOD IDEA, WE NEED THE CONTEXT. WHICH DEVELOPMENTS SUPPORT YOUR IDEA?

M MAKE THE RIGHT MOVE

RIGHT AFTER YOUR PITCH YOU HAVE TO KEEP THE TENSION. MAKE A GOOD CALL 2 ACTION AND DON'T GET TRAPPED BY SHOWING VALIDATION SEEKING BEHAVIOUR!

AS WHO AM I
SPEAKING TO WHOM IN
WHICH CONTEXT AND
FOR WHAT PURPOSE?

3. PLAN YOUR PITCH

FEATURES,
FEATURES,
FEATURES

TOO MUCH
INFORMATION

YOU SEEM
TO BE NEEDY

4. AVOID COMMON FLAWS

5. LEARN
HOW TO
PRESENT
YOUR
IDEA AND
YOUR
BUSINESS
WITH A
PITCH...

PITCHANDGROW.COM