

Your Brilliant 60 Second Pitch



Standing up to do your 60 pitch can be nerve-wracking, even in the most welcoming and informal environment - but make sure you include these five ingredients, and you'll be onto a winner!

1 - Your Name and Your Business Name - Twice

Introduce yourself and your company by name at the start and end of the 60 seconds. They may not catch it at the beginning, and if something grabs them during your pitch, they've got a chance to make a note of it at the end - or find you on the attendance sheet!

2 - Be a bit different, and don't be afraid of humour

Easier said than done, I know - but there's a big difference between saying "I'm a dress designer" and "I stitch people up for a living"! Remember that you'll never be able to describe everything you can do for people in 60 seconds, so concentrate on one area that really shows off your expertise - and if you can use a prop, or a poem, or an anecdote, it will be even more memorable.

3 - Focus on What They Get - not What You Do

If you're a VA, talk about how many hours of work you've freed up for someone to use on their business. If you're a financial advisor, talk about how you've helped someone retired much earlier than they thought they could. It's much more engaging than a list of the things you do.

4 - Be Specific about what you need

Talk about your ideal customer, and the types of business you want to find. It's much easier for your listeners to think of good introductions when they have specifics.

5 - Give them somewhere to go to connect with you

Talk about your Facebook group, your next event, or the newsletter they can sign up to - and where to go to do that.