

THE AUTHORITY GUIDE TO PITCHING YOUR BUSINESS



How to make an impact and be remembered –
in under a minute!

MEL SHERWOOD

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“

A pitch does not take place in the library of the mind; it takes place in the theatre of the heart.

Roger Mavity

”

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This book could not have been written without the help and support of a number of people, so my heartfelt thanks go to:

- my parents, Graham and Lauris Sherwood, for the initial proofreading and for being my biggest supporters no matter what my endeavours
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- my friends and associates in the Professional Speaking Association in Scotland, the UK and beyond for your invaluable support, advice and encouragement
- the enablement team and all the amazing entrepreneurs I met through Entrepreneurial Spark where this journey began
- Renée Philippi, Lorna Slater and Lorna McCallum, my good friends in business and life for providing gentle nudges to keep me focused
- Gordon Craig for providing a keen eye and a fresh perspective on my draft manuscript
- all the #pitchtastic entrepreneurs and business people I have had the privilege to work with in my training courses, masterclasses and one-to-one coaching sessions – your dedication, passion and commitment are my inspiration.

“

Regardless of the changes in technology, the market for well-crafted messages will always have an audience.

Steve Burnett

”

Introduction

‘What do you do?’ is one of the most common questions asked both in a business context and socially, so being able to clearly, confidently and succinctly explain who you are and what you do is fundamental. With people’s attention spans becoming shorter, it’s crucial to be able to answer the question in a way that is concise, relevant and engaging.

Business people and entrepreneurs risk losing opportunities, credibility and money because they ‘pitch’ their business badly or they completely avoid chances to speak about what they do. This is especially true if it involves speaking in front of a group of people. In a competitive market, it is important for you to be seen, heard and able to clearly articulate your unique offering and how you differ from your competitors. Anyone you meet could be a potential customer or someone who could help you to grow your business. As first impressions last, it’s important to be ‘pitch ready’ at any given time and able to explain what you do simply and credibly, and in a way that is engaging and memorable (for all the right reasons).

I first started helping people to become what I call ‘#pitchtastic’ after noticing so many business owners doing themselves a disservice when introducing themselves at networking events.

It saddened me to see intelligent, talented, hardworking people struggling to express what they actually did and how they helped their ideal customers... and their businesses were suffering as a result.

To be honest, I struggled with my own pitch when I first set up in business. Despite my background as a performer, which meant I was reasonably comfortable speaking to a room full of strangers, I still struggled with what to say. I'm Australian but I also have that very British mentality about not wanting to brag or to blow my own trumpet for fear of sounding like a show-off or putting people off by appearing 'too confident'. Having said that, I'm also well aware that if I don't sound confident about my business I can't expect anyone else to have any confidence in me.

So I learned everything I could about how to effectively pitch my business and I've developed a winning formula that I have been able to share with thousands of coaching clients and workshop participants. Now I'm delighted to have the opportunity to help even more business people to become #pitchtastic through this book.

Who should read this book?

This book is for you if you are an entrepreneur, a solopreneur, a business owner, a sole trader or anyone in business and:

- you attend networking events or exhibit at trade shows as part of your marketing strategy
- you struggle to clearly and confidently explain what you do when speaking about your business
- you don't feel comfortable speaking in front of a room full of people

- you hate being the centre of attention but know you need to get out and promote yourself in order to succeed in business
- you want to know how to avoid bland, boring waffle and sound clear, confident and credible
- you want to be remembered, recommended and referred in order to generate sales and build your organisation.

It will also be useful if you are employed in a company and find yourself in a role that requires you to speak about what your organisation does. The information and exercises in this book will help you to simplify and clarify your message and confidently communicate it to 1 or 100 people.

It will cover what I call your ‘conversational pitch’, which is the short answer to the question ‘What do you do?’, and your 30 to 60-second ‘elevator pitch’, which is a longer explanation about how your product or service helps your customer. You may have heard an elevator pitch also described as a networking pitch, a magic minute or an elevator speech.

This book focuses primarily on face-to-face communication; however, once you nail your value proposition and incorporate it into your conversational pitch and your 30 to 60-second pitch, you will be able to repeat that consistent message in every element of the communication about your business.

How to use this book

You may choose to read the book from cover to cover, doing the exercises and developing your pitch and your confidence as you progress through the pages. It has been written with this process in mind. However, you may also choose to dip into the relevant chapters depending on your needs. Either way, I hope you find the exercises, templates, tips and techniques helpful as you create and deliver your #pitchtastic pitch.

Make that first impression count.

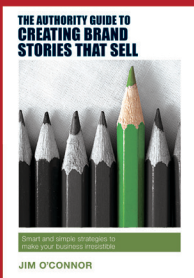
Create success and secure more business with a powerful pitch that really packs a punch. Avoid all the common pitfalls and learn how to boldly and succinctly explain what you do in less than 60 seconds. In this fast, focused *Authority Guide* Mel Sherwood shares her expert knowledge to give you the skills you need to prepare and deliver a professional pitch with authority, confidence and passion.



“A fantastic guide that will help you produce and deliver that ‘perfect pitch’ at every key stage of your business growth journey.”

Gordon Merrylees, Head of Entrepreneurship for Royal Bank of Scotland, NatWest and Ulster Bank

The Authority Guides are pocket-sized books offering highly practical and accessible guidance on business matters of every description. Aimed at the busy business professional and business owner, each book in the series has been written by an author who is not only an expert in their field but who is working today at the coalface of their specialism.



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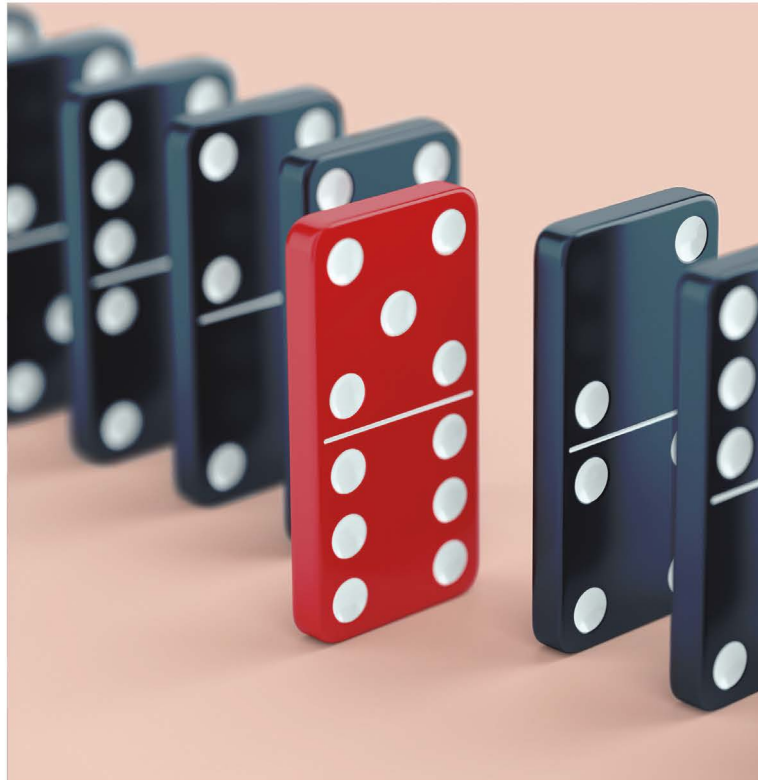
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Business communication and presentation

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Available in paperback and ebook [here](#).

THE AUTHORITY GUIDE TO TRUSTED SELLING

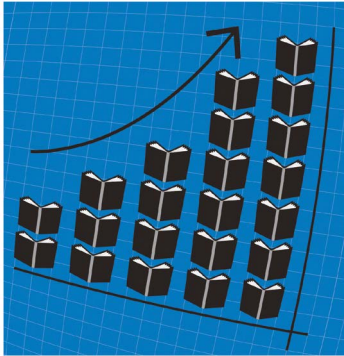


Building stronger, deeper, more profitable relationships
with your customers to create lifetime loyalty

PAUL AVINS

In today's volatile world sales professionals must know how to build trust in their company, their products and ultimately themselves in order to win the business. In this *Authority Guide*, sales coach Paul Avins shares his proven, 4-step system to help you contact, connect and convert more customers with less effort and no pressure.

THE AUTHORITY GUIDE TO MARKETING YOUR BUSINESS BOOK



52 easy-to-follow tips
from a book PR expert

CHANTAL COOKE

It's never too soon to start thinking about how to market and promote your book. In this *Authority Guide*, leading book PR and marketing expert Chantal Cooke, presents 52 tips that will make your book stand out from the crowd, build your credibility as an author, and ensure you achieve those all-important sales.

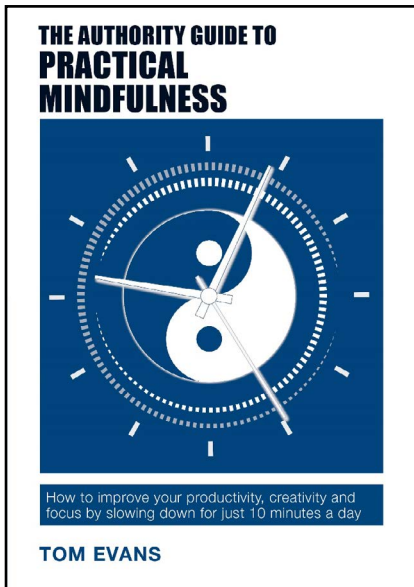
THE AUTHORITY GUIDE TO PRESENTING AND PUBLIC SPEAKING



How to deliver engaging
and effective business presentations

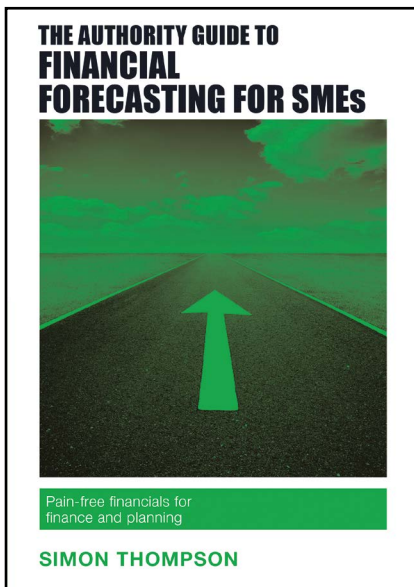
STEVE BUSTIN

Whether it's your first presentation or you're an experienced speaker, this *Authority Guide* will give you the tools, tips and confidence to deliver engaging, creative and effective presentations. Steve Bustin, an award-winning business speaker, an executive-level speech coach and corporate presentation skills trainer, will teach you simple but effective techniques to keep your audience engaged.

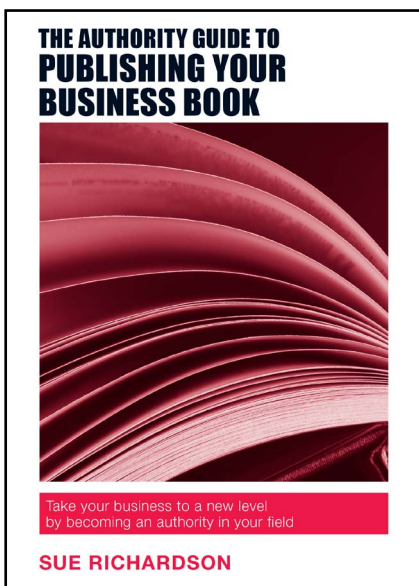


Enhance your wellbeing, creativity and vitality with mindfulness meditation.

In this *Authority Guide*, Tom Evans invites you to embrace the benefits of meditation in both your life and your business. With the practical mindfulness meditative techniques described in this book, you will learn how to get more done in less time. You will discover how to generate ideas off the top of your head and how to allow serendipity to land at your feet. This book opens the door to a new way to be and do.



In this *Authority Guide*, forecasting guru Simon Thompson shows you how to build financial forecasts quickly, effectively and cheaply through his unique, proven and easy-to-follow 10-step process. By learning how to create effective forecasts you will master the ability to understand the potential financial outcomes for your business and be able to communicate financial information in order to successfully raise investment or loans.



Publishing expert, Sue Richardson, shows you how to use your expertise, knowledge and experience to become a published authority in your field and gain the visibility you and your business needs. This *Authority Guide* will help you to create a plan that ensures you write and publish the right book for your business.

THE AUTHORITY GUIDE TO EMOTIONAL RESILIENCE IN BUSINESS



Strategies to manage stress and weather storms in the workplace

ROBIN HILLS

The emotional resilience of those involved in a business will contribute significantly to the organisation's success. This *Authority Guide* from leading emotional intelligence expert, Robin Hills, will help you change the way you think about yourself and the way you approach potentially difficult situations. You will be able to develop your own personal resilience and understand how to develop resilience within the hearts and minds of your team and your organisation.

THE AUTHORITY GUIDE TO MEANINGFUL SUCCESS



How to combine purpose, passion and promise to create profit for your business

TIM JOHNSON

Tim Johnson, founder of Meaningful Success, shows you how to integrate practical business thinking with practical personal development to build a global network through your business or charity. This *Authority Guide* blueprints how we can embrace the best elements of entrepreneurial drive and passion, enabling blame-free culture to lead teams and provide personal fulfilment for all those involved.

THE AUTHORITY GUIDE TO ENGAGING YOUR PEOPLE



Raise staff performance and wellbeing, increase profitability and improve customer satisfaction

SUE MITCHELL

This *Authority Guide* addresses how businesses can increase their performance, productivity and customer/ staff satisfaction through focusing on engagement. Sue Mitchell, an authority in coaching and leadership development, shows you how to build a team who is committed, inspired and eager to deliver their best work in order to make a difference.

**THE AUTHORITY GUIDE TO
PR FOR SMALL
BUSINESSES**

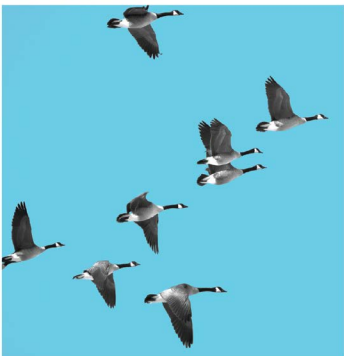


Use the power of public relations and the media to reach your target customer and grow your business

STEVE BUSTIN

Any business wanting to reach new customers should be embracing public relations to spread their key messages. If you don't, your competitors will. This *Authority Guide* shows you how to grab the headlines (for all the right reasons), reach huge audiences and grow your business by accessing the media to tell your story.

**THE AUTHORITY GUIDE TO
MINDFUL
LEADERSHIP**



Simple techniques and exercises to manage yourself, manage others and effect change

PALMA MICHEL

Today's leaders and organisations need to develop an agile mindset and take bold risks. This *Authority Guide* shows you how to link mindfulness directly to business challenges and offers practical and accessible tools for change. Written by an expert on leadership, meditation and mindfulness, the book teaches you how to manage your inner landscape of thoughts, emotions and interruptions so that you can create a compassionate, innovative and sustainable working culture.

**THE AUTHORITY GUIDE TO
DEVELOPING HIGH
PERFORMANCE TEAMS**



How to develop brilliant teams and reap the rich rewards of effective collaboration in the workplace

ANDREW JENKINS

To make your good business a great business you need to have more than just a strong product or service. Having a highperforming team in your organisation is guaranteed to give you a competitive advantage. Andrew Jenkins helps you discover how to cultivate in your people the willingness to grow as individuals and as a group. Packed with easy-to-follow activities, exercises and models this *Authority Guide* explains how to build a high-performing, collaborative, trusting and resilient team.

THE AUTHORITY GUIDE TO WRITING & IMPLEMENTING A MARKETING PLAN



A step-by-step manual to make you a smarter marketer and maximise your business profits

AMBROSE & JO BLOWFIELD

Written especially for small businesses, this *Authority Guide* shows you how to write and execute your marketing plans efficiently and accurately. Ambrose and Jo Blowfield will help you create a plan using proven, affordable marketing tactics for both digital and traditional strategies. You'll have a year long marketing plan that is structured, well thought out and targeted to your ideal clients, allowing you proactively to promote your business.

THE AUTHORITY GUIDE TO PERFORMANCE MANAGEMENT



How to build a culture of excellence in the workplace

GENE JOHNSON

In this *Authority Guide* you will explore how to set expectations, give and receive real-time feedback and, as managers, become mentors in your workplace. These are essential to building and sustaining an excellent performance culture. Work psychologist, Dr Gene Johnson, teaches you how to focus on a results-driven culture, how to build it and how to not get muddled up in the mechanics of the process.

THE AUTHORITY GUIDE TO NETWORKING FOR BUSINESS GROWTH

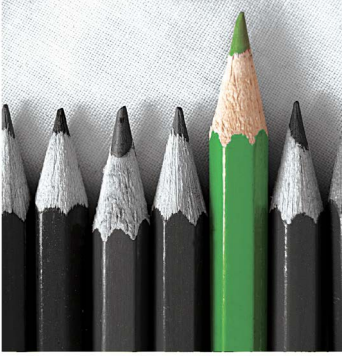


How to master confident, effective networking and win more business

ROB BROWN

Overcome all your networking fears and learn how effortlessly to build and leverage the powerful connections you need to enhance your reputation, raise your profile and win more business. Networking expert Rob Brown will coach you on all the essential skills that will help you meet new people, create new leads, open up opportunities and grow your business – confidently and effectively.

THE AUTHORITY GUIDE TO CREATING BRAND STORIES THAT SELL



Smart and simple strategies to
make your business irresistible

JIM O'CONNOR

Connect with your customers and make your business impossible to resist using this sharp, practical *Authority Guide* that will save you time, money and frustration. Combine psychology, creativity, logic and emotion expertly into a brand story that will make your business stand out from the crowd. And using Jim O'Connor's hard-won knowledge and vast experience give your business the focus, affinity, distinction and competitive advantage it needs to succeed and thrive.

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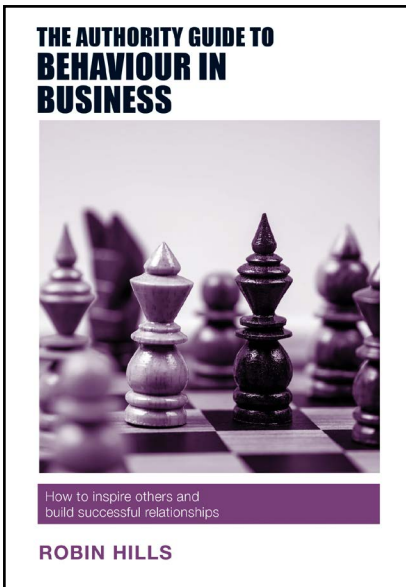
THE AUTHORITY GUIDE TO CONFLICT RESOLUTION



How to overcome the barriers
to effective collaboration

JANE GUNN

Capture and harness the positive energy that different personalities and approaches bring to conquer the problems that can harm teamwork, productivity and engagement in your business. In this practical *Authority Guide*, mediation expert Jane Gunn will teach you all the essential skills you need to constructively manage change, challenges and crisis. Develop a deeper understanding of conflict and how to transform it, as you unlock the secret to true collaboration and promote a culture of respect, cooperation and success.



Discover what makes people tick, how they perceive and react to different situations and why they behave the way they do. In this fast, focused guide, emotional intelligence expert Robin Hills reveals insights into motivation and how people perceive situations in business. As he unlocks the secrets of human nature you'll learn how to inspire top performance, gain trust, win confidence and build lasting relationships – more effectively and with great results!



Setting the optimum price for your products and services that's right for your customers and market, is vital to success. But how do you know what you're charging is doing the best job possible? In this smart, savvy Authority Guide, pricing expert Shaz Nawaz takes you step by step through everything you need to know to build a solid, reliable pricing strategy for your business. Thrive, flourish and open the door to instant increased turnover, the best customers and accelerated growth with the key to profitable pricing.

**New titles of the Authority
Guides to come soon.**