



## TOP TIPS FOR A GREAT “ONE-MINUTE” PITCH

- Make sure what you have to say takes no more than 50 seconds – then you can relax and speak it slowly, knowing there is no danger of being cut off by the “bell” mid-sentence
- Mention your own name and your company name at least twice so that they remember you – tell them at the start and again at the end and if you can, weave it into the middle section too!
- Develop a “cheesy” tagline – people will remember you for it – for good or for ill!
- If you’re looking for contacts be as specific as you can – think about which company and which person in that company you want to get connected to
- Keep it fresh – what’s topical that is relevant to what you do?
- Tell a story about what you do to bring what you do to life
- Tell a story about a problem situation ... that you can help them solve
- Demonstrate your knowledge of your sector - explain to people how what you offer is different from the “also rans”
- Less is more - even if you deliver more than 1 thing only highlight one product or service at a time – people will glaze over if you start to “list” things
- Use a prop – its adds interest and gives you something to do with your hands!
- Ask a question or do a “hands up” on something related to your business – it gets people engaged
- Practice your openings and your endings until you are word perfect. That way even if the middle bit goes pear shaped, you will have given a good first impression and ended professionally.
- Consider including “lessons learned” from running your own business – it helps position you as a business person not just a “do-er”
- Develop your own style – there’s no need to tell a joke if you know you always forget the punch-line!
- Acknowledge how other members in the group have helped you – it gives everyone the feel good factor :o)
- Plan you one minutes in line with your marketing plans so you know exactly what you will be promoting and when; at networking events several weeks/months in advance.
- Preparation preparation preparation, not only will it help you to become more focussed it also helps to calm any nerves you may have of speaking in public!
- Referring to notes – this is absolutely OK and can be a great comfort if you fear you may ‘dry up’. Just remember though that people buy people and their *passion*. If you wish to refer to notes, ensure you still inject your personality and passion in your message; sometimes when we read something out, this gets lost....

*Interested to know more ? Contact Michelle today  
on 07717 122950 and find out how she could help you !*