# **60-SECOND PITCH**



# Deliver a great business pitch in 60 seconds

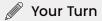
## THE FORMULA

- 15 Seconds INTRODUCTION
- 20 Seconds A STORY
- 15 Seconds ASK FOR BUSINESS
- 10 Seconds CALL FOR ACTION



#### Remember!

Bring your energy
Engage with others
Seize the opportunity
Be authentic
Be confident
Be interested



#### PART 1

15 Seconds: The Introduction

Who are you?

**Business?** 

What do you do?

### PART 2

20 Seconds: A Story

Short and sharp

Easily repeated

Memorable

#### PART 3

15 Seconds: Ask for Business

Who is your perfect customer?

Be specific e.g. industry, location, job title

#### PART 4

10 Seconds: Call for Action

What do you want them to do e.g. social media, email, phone?



60 Second Pitch is inspired by The Nesian Network - www.thenesiannetwork.com