



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

Your Turn

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?

