

One minute pitch

The key thing to know is that it really is one minute (i.e. 60 seconds) that you have.

It is not possible in that time to describe your business in detail and that is not the purpose of the pitch. It is also not possible to do a good job without a little preparation and practice.

Vital to the Connect event is that each person who speaks is focused on not simply trying to sell their business but that they are interested in the business community as a whole and what value add or connections or opportunities they can bring to the whole community through or with their business. So the key is finding an angle that benefits what you do as well as working as a whole.

The key to the pitch is finding the angle. What is it that you want to say to this group and importantly what do you have to offer to the group that will encourage them, challenge them in their business or offer something of value to them? Test it out with a few people beforehand.

Once you have your angle now you need to write your “pitch”. How can you say it in one minute? Here is a little framework to help you if you haven’t done something like this before.

1. Have a hook at the start, something to grab people’s attention
2. State what your pitch is
3. Give an example of why this matters
4. Let the audience know what you would like them to do (eg. come talk to you, partner with you, try something out, introduce you to someone)

If you practice it out loud a few times it will make a big difference. Time it and learn it.

Most people have found it a little harder than they thought but when they have prepared well they have really enjoyed it. It also helps with summarising who you are and what you do for when you are introducing yourself in other situations.