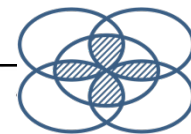




Preparing a pitch



META
META



Flood-Based Livelihoods
Network Foundation

Pitch = the short intense delivery of your gift



Pitch

- Often you have a short opportunity to tell your story and get the interest of another
- Typically duration 30 seconds to 2 minutes –sometimes more
- So it is good you have your pitch ready



Three steps in pitch

- Statement on problem and opportunity
 - Short description of issue at hand
 - Magnitude
 - Uniqueness
- Value proposition
 - What should be done
 - What either of you can do
- Suggestion for follow up
- Avoid “don’t call us – we call you”

Pitch

- The first impression can make a difference
- Talk casual – not overdo
- Talk clear – only main points within 30-120 seconds
- Talk confident – it is a ‘must have’ for the other – get the imagination
- Show your commitment

Get into the elevator?

- Find opportunities to have your pitch
- Do not only depend on 'elevators'
- But go to meeting places
 - Know who to meet
 - Know who may help in introducing you
 - Make contact
 - Do your pitch
 - Come prepared (card/ flyer/ invitation)
 - Be well-dressed

Introducing new activities

Think of the 'KNOWHOE' Principles

- Knowing
- Wanting
- Having
- Operating effectively – it will start to roll

