

The Perfect Pitch

John Delacruz, Associate Professor of Advertising Creative

SJSU
HONORS



How to:

give a killer pitch

Why?

because a pitch is more than a presentation, a pitch brings your campaign to life with theater and drama

Let's see how this
works then

Plan the Journey

Create a compelling arc through the information by combining your goals with audience needs.

Become the Guide

Develop a trusted connection with your audience that opens their hearts and minds to your message.

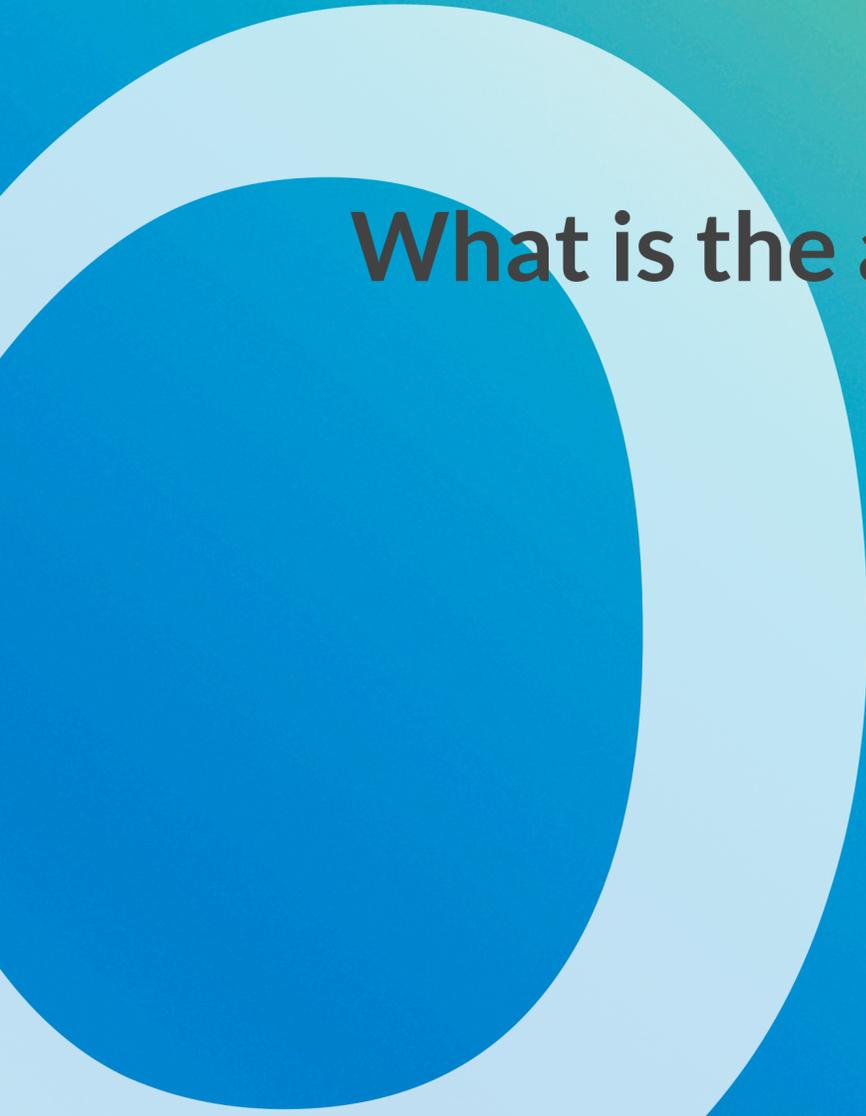
Make It Memorable

Design your presentation to align with the way the brain focuses on and remembers information.

Lesson #1
Know your stuff



**Begin at the end.
What do you want to leave your audience with**



What is the actual purpose of your presentation?



Know your audience.



What does your audience need to know

Lesson #2
Content, Content, Content



Solid and appropriate content woven into a story



A large, stylized number '10' is positioned in the background. The '1' is a solid white vertical bar. The '0' is a white outline of a circle with a blue gradient fill. The background is a blue-to-green gradient.

Avoid doing a data dump



Keep it simple





REDUCE TEXT

Lesson #3
Prepare Your Material

- 1. Tell the truth**
- 2. Get to the point**
- 3. Pick the right tool for the job**
- 4. Highlight what's important**
- 5. Keep it simple**

Lesson #3
The Pitch Itself

Develop Your Confidence





Rehearse

Rehearse

Rehearse

**Show Passion
Start Strong**





**Engage,
Eye Contact,
Smile**





Move Away ...





Rehearse

Rehearse

Rehearse

Finish with a recap



Beginning

Middle

End

If you can't explain it **simply**, you
don't understand it well enough.

– Albert Einstein

