Pitches are sent from the modern—and smart—part of the brain: the neocortex. But they are received by a part of the brain that is 5 million years older (and not as bright). This is a serious problem. If you want to pitch anything successfully, you must bridge the gap between the way the neocortex and croc brain see the world.

Know The Brain

Know The Brain

Learn The S, T, R, O, N, G Method

Set The Frame

Every meeting, pitch and presentation is a social encounter that is governed by frames. Frames are a point of view, a perspective—a position. Frames don’t combine or mix. They collide. The strongest frame always wins.

Tell The Story

When people make decisions, they often lapse into an analytical mindset, which can be your greatest obstacle to closing a deal. You must grab your audience’s attention with a provocative story to break that analytical mindset.

Reveal The Intrigue

It’s easy for your audience to get distracted in the middle of your pitch. Get and keep your audience’s attention throughout by provocatively using the forces of tension, including risk, danger and uncertainty—as well as time constraint.

Offer The Prize

You must understand how to turn the tables in any arrangement so your target is chasing you to win your attention and respect.

Nail The Hookpoint

Most final decisions are made on emotion, not logic. You must lay the final groundwork to get your audience fully emotionally engaged in your idea.

Get The Deal

The last few minutes of a meeting are the most critical. Most of us act “needy” at this point. You must master the art of pulling away.

Learn About Frame Control

www.pitchanything.com

Understand The Grand Architecture

The Grand Architecture allows you to:

- **PITCH EFFECTIVELY:** It’s very rare to have a one-and-done pitch experience. Typically your pitch will get better and better over time, the more people you engage with it.

- **ERADICATE NEEDINESS:** No matter how good you are, if you have a big deal you’re trying to close, where it’s high stakes, you are going to have to act needy if you don’t have a few options of people to close with.

- **BE IN A PROCESS:** When you are executing tactics, you are constantly changing based on the circumstances. But when you are running a good process, like the Grand Architecture, you have a mission. You have objectives. You have goals. Then the tactics support the mission and objectives.

Overcome The Six Pitching Flaws

1. **Too Much Talk**
2. **Too Vague/Fuzzy**
3. **You Seem Needy**
4. **Going Too Slow**
5. **Too Similar To Other Pitches**
6. **No Frame To Provide Context**

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