

# THE PITCH



- **Imagine a world if ...**
- **If that world exists,  
I will ...**
- **If I did that, I would make  
money by ...**



**Step 1: Define the scope of the idea**

**Step 2: Identify who has the power to make a “YES” decision**

**Step 3: Put yourself in their shoes**

**Step 4: The structure of the pitch**

**Step 5: Test the pitch**

**Step 6: Deliver**

**Step 7: If you fail**

**Step 8: Consider doing it yourself**

# How to Kill Your Pitch

## Don't Be

- **The Pushover**
- **The Robot**
- **The Used Car Salesman**

# There is a trick ...

- **Imagine a world if ...**
- **If that world exists, I will ...**
- **If I did that, I would make money by ...**

# Thank You

*For further information visit*



[www.organicshift.com.au](http://www.organicshift.com.au)



[www.australianomegaoils.com](http://www.australianomegaoils.com)

Email: [anthony.bertini@thumperone.com](mailto:anthony.bertini@thumperone.com)