

# Pitch Like a Pro

## 10 Point Checklist

### Brant Pinvidic

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**

**“Simplification is so powerful. When a message so clear and concise gets made, people are more compelled to listen.”**

**BRANT PINVIDIC**

# 10 STEPS YOU CAN TAKE TODAY

## Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Remain concise in presentations. Always talk directly to my audience. Avoid being passive, eliminate redundancy, and steer clear from wordy sentences. The simpler I make my message, the easier it is for my audience to understand.
- Sort my thoughts out into a bulleted format. Prioritize the most important messages first, so I don't get on tangents when talking in front of an audience.
- Study the four questions of the [WHAC Method](#). The WHAC method is about organizing information, so the audience processes it in the correct order and receives all the information I want them to have to make their decision.
- Produce high-quality, valuable content. Never succumb to clickbait or deceptive marketing. My goal is to build trust by being transparent with my audience.
- Utilize the art of storytelling to create stronger connections with people. Sharing real-life experiences and showing a side of me that's vulnerable can take the professional relationship to the next level.
- Practice delivering my presentation multiple times. Constant practice will give me the confidence to perfect my pitch. Doing so will help me feel confident, relaxed, and in control of my presentation.
- Walk my audience through the entire process, so they fully grasp the solution I am providing. When people are highly informed, they are quicker to make sound decisions.
- Record myself delivering the pitch to play it back and ask for feedback from my friends or colleagues. Asking for feedback may seem daunting, but it will add value to what I can bring in the future.
- Provide a long-lasting experience to my audience. Don't just treat a single event as a one-hour talk I have to deal with. Make it a worthwhile occasion for people to acquire valuable takeaways they can carry even after the presentation.
- Learn more about [The 3-Minute Rule method](#). In this book, Brant Pinvidic helps readers convey only what needs to be said, clearly and concisely, in three minutes or less.