



# PRESENT LIKE A PRO: Q&A CAFÉ™ NOTES

February 4, 2015 at Tucson Botanical Gardens

## Pitch Presentations

### Have you ever shared your presenter Superpower? Introductions can be fun!

After lively introductions, we split into pairs and tackled the question of **how to make an effective and successful Pitch Presentation**. But before we could brainstorm, *we needed the right questions*. What exactly *do we need* in order to upgrade our skills in this area? By asking the right questions we were then free to research possible resources for the solutions!

- ✚ What are some **super words** or phrases to use when making my pitch?
  - Check out the Big List of 189 words that convert: <https://blog.bufferapp.com/words-and-phrases-that-convert-ultimate-list>.
  - Consider the *hidden learning* opportunity of Twitter. Think about it, consistently using 140 characters really forces you to choose your words carefully!
- ✚ What are some good *storytelling* strategies?
  - Ted Talks are a great resource for learning about many topics, especially storytelling! Try starting here: <http://www.drewgneiser.com/10-best-ted-talks-on-storytelling/>.
  - Here is an e-book that is affordable and full of ideas: Strategic Storytelling- How to create persuasive business presentations by Dave McKinsey
- ✚ How can I get **more practice**, other than pitching to myself in the mirror?
  - Toastmasters! A nonprofit educational organization that operates clubs for the purpose of helping members improve their communication, public speaking, and leadership skills. Their '**Table Topics**' activity is intended to help develop the ability to organize thoughts quickly and respond to an impromptu question.
  - Consider practicing your pitch presentation with an investor group, such as Desert Angels. You could also watch episodes of **Shark Tank**, but beware, the water is dangerous!
  - Visit a Startup Tucson Drinks event where anyone can '**STARTUP STANDUP**' - 1 minute informal pitch presentation opportunities
- ✚ Where do I find **better power point** slides and is there a general rule of thumb for using them?
  - **HAIKU DECK!** [10-tips-to-transform-your-presentations](#)
  - Don't forget about [SLIDESHARE](#) and [Prezi](#)
  - We also stumbled upon [Presentation Magazine](#) with over 47,000 templates!
- ✚ How do I customize my pitch based on my audience, without sounding like a salesman?
  - Gain **customer insight** and more: [tips-and-tricks-for-conducting-killer-customer-interviews](#)
  - [Your Elevator Pitch Stinks. Here's How to Fix It](#)

**We can only imagine what our next meeting will bring!**  
**Be sure to [sign up today](#) for 'Freelance Speaking Business' on**  
**Feb 14<sup>th</sup>, 3:00pm @Tucson Botanical Gardens**