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Pitch Anything An Innovative Method

“Pitch Anything” from my point of view is a must-have for novices and those seeking to improve their “pitching method.” Its’ subtitle, “An Innovative

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Method for Presenting, Persuading, and Winning the Deal,” describes perfectly what you will gain from this book. I have learned in my work with start-ups that many entrepreneurs and inventors build their pitch around what they want their audience to know, rather than what the audience needs to make a decision.

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Pitch Anything introduces the exclusive STRONG method of pitching, which can be put to use immediately: Setting the Frame Telling the Story Revealing the Intrigue Offering the Prize Nailing the Hookpoint Getting a Decision One truly

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great pitch can improve your career,
make you a lot of money--and even
change your life.

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Pitch Anything. An Innovative Method for Presenting, Persuading, and Winning the Deal. By: Oren Klaff. Cheat Sheet by: Kerwin Rae. Chapter 1 The Method. The three basic parts of the brain are shown in Figure 1.1. First, the history.

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The Method Here's the "big idea" in 76 words: There is a fundamental disconnect between the way we pitch

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anything and the way it is received by our audience. As a result, at the crucial moment, when it is most important to be convincing, nine out of ten times we are not. Our most important messages have a surprisingly low chance of ...

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Pitch Anything An Innovative Method For Presenting ...

In his book ' Pitch Anything ', he describes his methods and teaches how to make a powerful and winning pitch any day in business. Whether selling an

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idea to investors, to your clients or negotiating a higher salary, Klaff will transform the way you convey your ideas. An Innovative Method for Presenting, Persuading, and Winning the Deal

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Pitch Anything introduces the exclusive STRONG method of pitching, which can be put to use immediately: Setting the Frame Telling the Story Revealing the Intrigue Offering the Prize Nailing the Hookpoint Getting a Decision One truly great pitch can improve your career, make you a lot of money-and even change your life.

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Bold claims better be backed up by something cause these days investors won't fall for anything. An idea and fancy pitch deck won't get you funded. This isn't the 90s. A catchy idea needs a clear business model and strong team to back it up. ... Your pitch should change depending on your audience.

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