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SUMMARY The Art Of The Pitch

"Informative." "Descriptive."

"Relatable." These are all words that I would use to describe The

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Art of the Pitch, by Peter Coughter. From the first sentence in Chapter One to the final paragraph in Chapter Eleven, Coughter is able to capture the reader's attention and hold onto it, keeping him or her engaged and wanting to read more, until

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written from a marketing executive perspective focusing on its main point that a good product is not enough to win. Once reading the book, it is clear Coughter's audience are presenters.

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Agreement, and agreement that can yield many good outcomes including sales, partnerships, and new hires.

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The Art of the Pitch: Persuasion and Presentation Skills ...

The Art of the Elevator Pitch.

Hollywood screenwriters typically get three to five minutes to pitch their movie ideas, but it takes

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only around 45 seconds for producers to know if they want to

...

The Art of the Elevator Pitch -  
Harvard Business Review

A better pitch would have all this,  
but also some specifics about the

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presentation skills that plot. It's unlikely that the novel revolves around a detective solving a myriad of crimes. It's likely just one. Fortunately, we have plenty of room to add to it, because I kept my pitch to a single sentence (it's actually about 100 characters, just the

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The Art of the Pitch and Synopsis  
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Make no mistake; pitching is an art. Every screenplay begins with an idea and if you want to write a screenplay based on your idea,

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then the chances are you're going to have to pitch it to someone; it could be a producer, a director, a production executive, an agent or anyone in the business. A pitch is nothing more than a verbal presentation of a notion, concept, situation, idea, or story.

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THE ART OF PITCHING - Syd Field

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group only accessible by those who join our "The Art of the Pitch" class! It is a way for us to get to know you guys better, answer questions, and celebrate successes. It is not required, but we hope that you join us there!

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Aronowitz Aegina Glassworks of Portland pitches his product to a panel of investors during the 6th annual North Bay Growth and Innovation Forum at the Hyatt Vineyard ...

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There are three formats of pitching that you'll need to prepare for as you introduce your product or startup into the world of investors or consumers: 30 seconds, 3 minutes and 20 minutes.

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We've got answers through our Art of the Pitch workshop. This workshop is about connecting what you really want to do with your career - that big, hairy, audacious goal - with the steps it

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Professionals who have perfected



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the art of the pitch will be able to summarise their story (as above) Then they'll be able to go into a much more detailed verbal outline of their story. Often you will be interrupted and asked for details. This pitch could go on for ten or twenty minutes. You'll

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need to be very comfortable with your story too.

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