

Video Pitching Toolkit

5 Chapter

director

entrepreneur

cameraman





How to build up your pitching speech?

Make an impact in one minute

Pitching is always a challenge, even when you have done it a hundred times. You have to be aware in the situation and sense the mood of the audience. From this article, you can find some tips for making pitch and how to be in front of the camera or audience.

Marsa Bäck is the CEO from Finnish Institute for Speech Ltd. She has extensive experience in communications education and wide knowledge of ways to perform pitching/marketing speeches. She opens up on how to make an effective speech that makes an impact in one minute.

Doing a pitch in front of the camera

A pitching video differs from speaking to a living audience. In a filming situation, you can take several shoots if there are any defects or deficiencies. There are, however some things that are good to remember in the filming situation.

It is harder than you think to be in front of a camera. Marsa Bäck says that the pitcher's position is usually the first problem. "It is always best when you are standing, because sitting always affects the way you use your voice. I've seen it many times that the speaker wants to take a somewhat odd stance that might feel comfortable and natural, but it does not give a professional look and it affects the verbal outcome and the pitch overall."

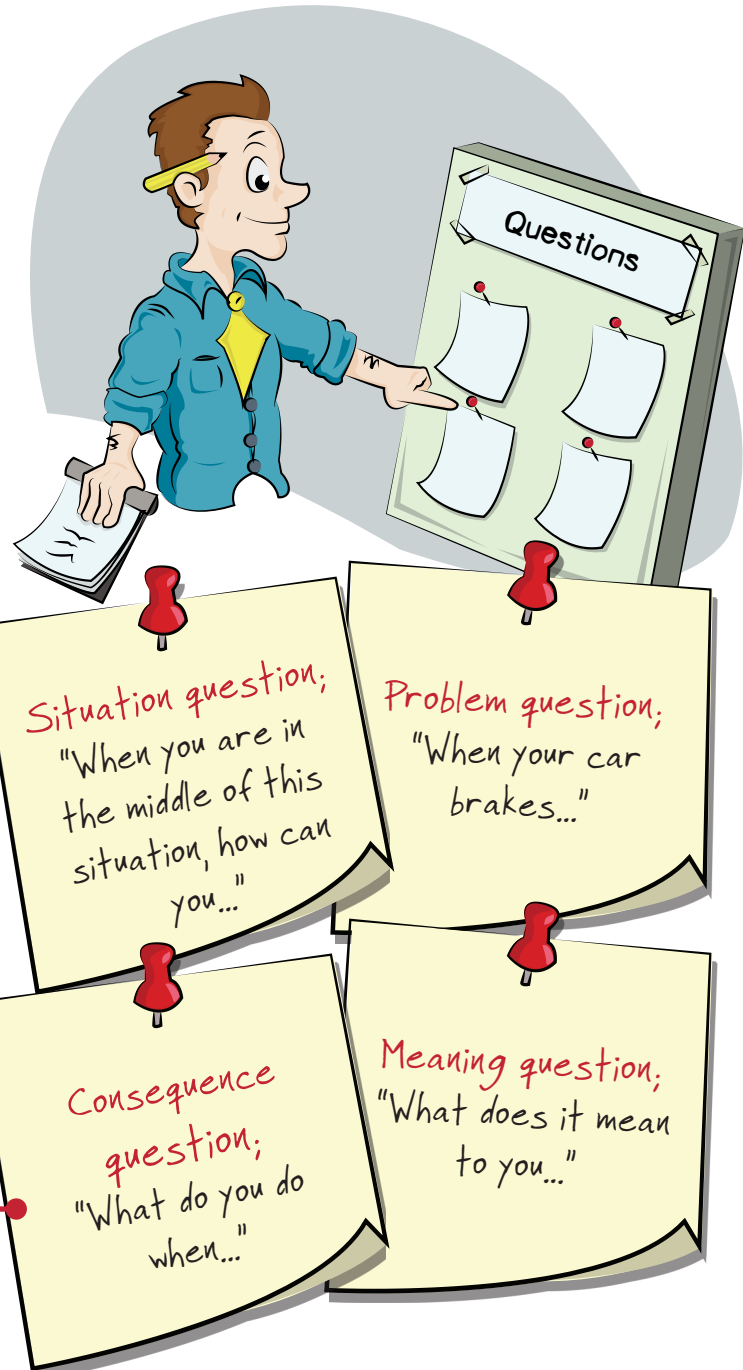
The filming situation might feel less stressful because there is no real audience, but speaking in front of a camera might still make you nervous, which is human. Bäck advises to take the filming situation seriously, but not to stress about it too much. The speakers should try to be themselves with the best trait up front, of course. *"I think that the speaker is in the most natural state when he/she can use body language, and in media performances it is nowadays normal to use it and be very lively in front of the camera."* Marsa says. A performer should warm up and stretch before going in front of the camera or on stage. *"It is easy to say just be normal in front of the camera and the pitcher must find own natural ways to do it. I usually advise people to keep their shoulders low so you're not too stiff and let your body move relaxed."*

One thing that can ease speaking while filming is to use a teleprompter to scroll from the beginning to end. However, it is important to ensure that the speech does not sound like it is read from the paper. *"An entrepreneur should be able to make a pitch without a teleprompter or screen; I recommend finding ways to practise the speech so that it sounds like you are doing it the first time and not reading it strictly from the screen, even though you might really be doing so."*

Elements of a good pitch

As much as there are plenty of recommended ways to perform your speech, everyone will do it uniquely. There is not only one way to make a pitch but there are still some key points to take care of. Bäck thinks that contact is the most important of these. "There are some devices how to improve your pitch. Elements of a good pitch or something to boost your speech: the crucial thing is contact, the good contact with your crowd, and on the other hand interaction with the audience. It can be that the speaker is active with the audience by posing questions to them in order to activate them to the speaker's agenda. These points are still relevant even though you are doing it for video; you can still make these waking up questions."

Bäck lists four examples of questions that the pitcher can ask the audience.



Bäck thinks that last one, the meaning question, is especially useful in the pitching speech. For example, these two are good questions: *"What does it mean to you..."* and *"How many to you is important..."* When people take a minute to think about your question or want to answer the question, you have delivered your message effectively. The meaning question goes straight to emotions. Presenting an agenda with emotions involved is a very powerful way.

Even though the pitched subject is difficult to understand or a little bit abstract, it is important to sell with the lines that everyone can understand. Sometimes people cover behind technical details or give too much information. *"It's good to use verbal references that will strengthen your message especially when it is directed to the audience, good question or argument."*

Some people are natural born speakers but you can practice to be a great speaker.

"Remember to use your voice lively, especially when you are posing questions, when there are some alternations during the speech, it keeps things more interesting."

In the pitching video the performer speaks only for the filming crew. It might be easy, but it is still important to remember that the video is going to be watched by a wider audience. *"Let your body language support your message, remember to take your audience into account. You can ask for the camera man to be your audience or even give nods or eye-contact when you are speaking, so it feels more that you are really talking to someone."* Bäck also underlines to be open when doing the pitch. *"Let your body language tell that you are sincerely offering your message."*

Five points of a motivational speech:

According to Bäck, the usual way to do a motivational speech is very common in today's advertising and marketing. It comes with these five steps: attention, need, satisfaction, visualisation and action. *"When you are building up your pitch you have to know your audience. What is their relationship to the subject and what is it that they want from you"* Bäck opens up the idea. *"This five step format is quite usual and can be seen in many places, from speeches to TV commercials."*

Attention: At first you need to get your audience's attention and hook them with your agenda. You can use an activating question to awake and open up your speech so that it raises interest.

Need: build up your speech up so that in the very early stage you give your audience a need for your product or service. After you've gained the attention and you have presented the need, you must fast-forward to the real content of your speech.

Satisfaction: In this part, you fulfil the need and give the solution to the problem. The satisfaction part answers the questions that have been asked in the first two of the five sections.

Visualisation: This is the part where you try to turn your audience into potential customers. Describing the situation where your product/service is used and giving a vision to the audience of them using it.

Action: This part is for activating your audience, *"go and search for this product from this website"* - this also ends your speech. Now it is the audience's turn to ask questions and take action regarding your product or service.



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