



3-steps for the Pitch Presentation

Get Storied

For Michael Margolis, **Get Storied**, every startup story is about innovation. Which means you're going to face disbelief and resistance every step the way. Instead of presenting false certainty (you're still figuring it all out, right?), present a story that gets the audience on your side. To achieve this, you'll want to capture the imagination, create emotional connection, and answer why you're the right one for the job.

STEP 1 – CONTEXT: FIND YOUR FRAME.

Remember your audience doesn't know what you're talking about. So give them context. Set the scene. Describe "the change." How things were once versus how they are now. Make us curious. Your job is to capture the imagination. Start by framing the bigger change. The key is to describe not just the problem and pain, but rather the opportunity and possibility that comes with this.

- You're rethinking education
- You're reimagining the dating process
- You're responding to the future of advertising

STEP 2 – EMOTION: VALIDATE AUDIENCE.

Focus on the emotional experience of your customer/end-user/beneficiary. You've got lot of audiences (i.e. customers, investors, press, and other stakeholders). Always make your customer the hero of the story. Your startup is ultimately for them. What do they want (desire) -- and what gets in their way (complication)? This is the core dilemma that your startup is solving for. Once you can tell the story to them, you can adjust for any other audience as well.

- More people want to eat healthy yet they won't if it tastes like crap
- More business is done on the road yet most conference calls sound like crap

STEP 3 – EVIDENCE: MAKE IT REAL.

What gives you the right to be telling this story? How do you know the promise of your story is true? Give us evidence. The facts of your progress and the data of your achievements to date. Your own personal story fits in here as well. What is your commitment or expertise that validates this endeavor?

- We launched a beta site, and got 2,000 customers in 6 months
- I was once (our end user), and was frustrated this need wasn't being met
- Been researching this topic for 15 years, my passion for a lifetime

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