PITCH YOURSELF & WIN MORE WORK

BUSINESS MENTORING WEBINAR
TAKING YOUR VOICEOVER BUSINESS TO THE NEXT LEVEL
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EXPERIENCE: SENIOR DIRECTOR AND LEADER IN BLUE CHP COMPANIES.
WHAT YOU WILL LEARN

- Why pitching yourself is important
- The neuro science of buying
- How to craft the perfect pitch
- What to do to get it right
Benefits of Good Pitching

- Improve Career Opportunities
- Get the Results You Want
- Overcome Anxiety
- Stop Apologizing So Much
- Make Your Point in Less Time
- Make a Bigger Impact
Why pitching yourself is important

Supply far outstrips demand for voice over services.

Demand has grown, but so too has supply.

THE PROBLEM
BRAIN SCIENCE

Why knowing how the brain works helps
“According to cognitive neuroscientists, we are conscious of only about 5 per cent of our cognitive activity.”
(Szegedy-Maszak, 2005)

Our senses are receiving and taking in over 10 million bits of information every second!
Our conscious brain can process only 40 bits of information per second.

The amygdala has a greater influence on the cortex (where rational, analytical thinking takes place) than the cortex has on the amygdala, allowing emotional arousal to dominate and control thinking.
(Professor Joseph LeDoux, neuroscientist)

Ten to eighteen minutes is the length of time which you have for someone's attention, but with diminishing returns on a listener’s attention.
What does this part of the brain has to do with selling?

1. The cerebral cortex fulfills four main functions

2. Two categories of information are allowed through:
   a) information valuable to have right now.
   b) information that alerts you to threat or danger.

3. It prioritizes survival first (the avoidance of pain and danger) and then achieving comfort.

*People avoid danger first*
1. If it’s not dangerous, ignore it.

2. If it’s not new and exciting, ignore it.

3. If it is new, summarize it as quickly as possible—and forget about the details.

IT FILTERS THE WORLD
Emotions - Mammalian Brain

What this part of the brain has to do with selling?

1. This is where *emotions are generated*, along with many of the urges (usually concerned with survival) that direct our behaviour.

2. Primarily considered an unconscious part of the brain:
   a) generates body and facial expressions.
   b) Causes reflexive responses to the senses.

3. *It prioritizes survival first* (the avoidance of pain and danger) and then achieving comfort.

People are emotional
Cortex - Rational brain

Where we think we think.

1. This part of the brain processes information received from the senses and regulates cognitive functions such as thinking, speaking, learning, remembering and making decisions.

2. The cerebral cortex fulfils four key functions:
   a. Sensing.
   b. Integration.
   c. Creating ideas and plans.
   d. Execution.

People are irrational
The left hemisphere is often described as analytical, as it is suited to recognizing the parts that make up the whole. It appears to specialize in linear processing, which is sequential, moving from one point to another in a step-by-step manner. It is analytical, logical and precise.

Specializes in parallel or simultaneous processing, integrating individual parts or components and organizing them into a whole. It seeks patterns and gestalts (an organized whole) and is interested in relationships. It is seen to be more emotional than the left brain.

**Left and Right Brain**

The right hemisphere is predominantly hard-wired for empathy. The left hemisphere is predominantly hard-wired for systemizing - (Professor Simon Baron-Cohen, Professor of Developmental Psychopathology, University of Cambridge)

**REASONING + INTUITION**
YOUR BRAIN

- **The New Brain**: Rational
- **The Middle Brain**: Emotional
- **The Reptilian Brain**: Instinctual

Match the messages
The Problem

The salespeople focuses on the sales process (if indeed they have a conscious process) to their own aims and agenda.

An awareness of customers’ buying processes allows you to get ahead of the game.

One of the biggest reasons companies don’t grow
You are capable of voicing only 125 (if you want to sound normal).

Your listener is capable of absorbing 400 words per minute.
<table>
<thead>
<tr>
<th>Front of Brain</th>
<th>Rear of Brain</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD BUYERS</strong></td>
<td><strong>GREEN BUYERS</strong></td>
</tr>
<tr>
<td>conscientious</td>
<td>unconventional</td>
</tr>
<tr>
<td>conventional</td>
<td>uninhibited</td>
</tr>
<tr>
<td>cautious (but not fearful)</td>
<td>optimistic</td>
</tr>
<tr>
<td>detail-oriented</td>
<td>mentally flexible</td>
</tr>
<tr>
<td>persistent</td>
<td>spontaneous</td>
</tr>
<tr>
<td>precise</td>
<td>creative</td>
</tr>
<tr>
<td>orderly</td>
<td>impulsive</td>
</tr>
<tr>
<td>consistent</td>
<td>curious</td>
</tr>
<tr>
<td>careful planner</td>
<td>opportunistic</td>
</tr>
<tr>
<td>calm</td>
<td>energetic</td>
</tr>
<tr>
<td>reckless</td>
<td>reckless</td>
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<table>
<thead>
<tr>
<th><strong>RED BUYERS</strong></th>
<th><strong>BLUE BUYERS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>competitive</td>
<td>caring</td>
</tr>
<tr>
<td>independent</td>
<td>nurturing</td>
</tr>
<tr>
<td>forthright</td>
<td>sympathetic</td>
</tr>
<tr>
<td>practical</td>
<td>sympathetic</td>
</tr>
<tr>
<td>aggressive</td>
<td>idealistic</td>
</tr>
<tr>
<td>emotionally contained</td>
<td>agreeable</td>
</tr>
<tr>
<td>decisive</td>
<td>supportive</td>
</tr>
<tr>
<td>direct</td>
<td>sensitive</td>
</tr>
<tr>
<td>tough-minded</td>
<td>sensitive</td>
</tr>
<tr>
<td>daring</td>
<td>kind-hearted</td>
</tr>
<tr>
<td>focused</td>
<td>charitable</td>
</tr>
<tr>
<td></td>
<td>tolerant</td>
</tr>
</tbody>
</table>
Green buyers tend to be more outgoing, social and spontaneous.
- they dislike confrontation.
- they prefer creative solutions and ideas.
- they like choices and options.
- you need to put additional positive focus on the relationship.
- You need to remain positive and upbeat.
Blue buyers tend to be clam, open and warm.

- they are very uncomfortable with conflict
- do not like radical change
- you need to match their calm nature
- remain patient and steady
- be open and honest in your views
Red buyers tend to tough in their approach, want, and expect, to lead talks.

- do not attempt to fight them for control
- use suggestions and subtle hints to nudge them
- offer them options that they can choose from
- let them know that you are willing to explore different approaches
- they may appear rude, arrogant and impatient
- focus on task, achievement and results.
Gold buyers tend to focus on facts, data and proof.
- be ready to answer a lot of detailed questions.
- they want to negotiate the right deal.
- make the right decision the first time.
- gathering concrete proof.
- want to discuss the fine detail.
- can appear cold and unemotional.
What people think about when pitching:

- What you are doing with your hands.
- How often you use filler words (ums and ahs).
- How you sound and what words you stress.
TYPES OF PITCHES

How, when and what to pitch
“When you do the common things in life in an uncommon way, you will command the attention of the world.”

- GEORGE WASHINGTON CARVER
Verbal Pitch

Elevator Pitch

Sales Pitch (max)

Presentation (Ted Talk)

Time

0 mins 5 mins 10 mins 15 mins 20 mins

30 s
elevator pitch

noun  us  informal
noun: elevator pitch; plural noun: elevator pitches

a succinct and persuasive sales pitch.
Written Pitch

According to TOPO, prospects open less than 24% of sales emails.
The first thirty seconds of any conversation or presentation are like the last two minutes of a football game.

This is when victory or defeat is determined.

Elevator Pitch 1
IMAGINE

YOU HAD AN OPPORTUNITY TO PITCH FOR A £1M BUDGET OVER 5 YEARS

THIS IS TO SELL YOU

ONE CHANCE, ONE MOMENT

YOU ONLY HAVE 20s – 30s MAX

WHAT DO YOU SAY?

CAN YOU REPEAT IT?

DOES IT SOUND THE SAME?
Good openers have three characteristics:

1. **Short.** Convey it quickly, in just a line or two.

2. **Suspenseful.** Include an element of intrigue.

3. **Surprising.** Make your opener the opposite of a cliché, something that makes your listeners think.
20s Elevator Pitch

Anatomy of a Great Elevator Pitch

• NOT sounding like a one-dimensional drone
• NOT boring or confusing people
• NOT leaving people wondering exactly what is it you do
• Leaving out your personal passions and side projects
• NOT using confusing power words (“I facilitate meaningful brand engagements by using voice.” ... Huh?)
• DO NOT undersell OR oversell your skills and experience

Crafting an Elevator Pitch 1
1. Engage with a relatable question

2. Explain what you do

3. Communicate your value

4. Promote an achievement

5. Demonstrate passion

6. Be quirky or unexpected.
1. Relatable Question

THE HOOK
Start with a problem – a reason to listen.

AMPLIFY IT
Give an example – illustrate it

Think So What?

Change this to match audience – adapt it this is only an example – you need to create your own
1. Relatable Question

Have you ever had a bad voice over that didn’t fit your brand, felt like they didn’t have any passion for your brand? And then you realise your ad just wasn’t connecting with your audience because of it?

Change this to match audience – adapt it this is only an example – you need to create your own
Crafting an Elevator Pitch 1

How to determine your relatable question.

1. Determine who are you talking to.

2. Ask yourself, what do you want from them?

Identify your goal in respect to that person, the person you're talking to right now. What do you want from this interaction?

- Do you want them to hire you?
- Do you want them to refer people to you?
- Do you want them to buy from you and your business?
How to you determine your relatable question.

3. What problem did you solve?

Before you come up with a relatable question, ask yourself, what solution to what problem can I present?

People want to buy into people and organizations that they can trust.
2. Explain What You Do & 3. Communicate Your Value

Well, I’m a voice over artist and I provide voice over for TV ads. I’m known for quickly interpreting scripts and creating a voice that captures the essence of a brand. I get hired because of the quality of my voice, flexibility and I require few, if any, retakes.
Crafting an Elevator Pitch 1

\[ V = \frac{Q + S}{\$} \]

(QUALITY) (SERVICE) (COST)
Communicate your value.

- Explain the value you offer.
- Describe the actual impact you make that’s the value.

Research your client – tailor this to your client.
Crafting an Elevator Pitch 1

Promote an achievement

*Show your credibility.*

People buy into people and organizations they can trust.

People who have done a good job for others previously.

So use a testimonial, an award recently or an award nomination.

Talk about the number of jobs.
Promote an achievement

*Show your credibility.*

People buy into people and organizations they can trust.

People who have done a good job for others previously.

So use a testimonial, an award recently or an award nomination.

Talk about the number of jobs.
Demonstrate passion & Be quirky or unexpected.

If passion isn't oozing out of you, you won't make an impact.

A person who talks about anything, with passion will win every time.

You aren't looking to close any deals here.

That's not what the elevator pitch is designed for.

It's there to make people want to know more about you, more about what you do and engage further in dialog and discussion with you.

You know that what you do is incredible so makes it magical, it's the little sprinkle of passion that makes the difference.
Crafting an Elevator Pitch 2

1. Ask yourself what problem you solve rather than what you DO.

2. Describe what you do in one day.

3. Include numbers and concrete details.

4. Be quirky or unexpected.

5. Take something out!

6. Turn it into a conversation.
Simple Elevator Speech Template 2

A simple method used by Harvard MIT:

• State the Problem
• Present Your Solution
• Explain Why People Should Trust You
• Describe Your Value Proposition
• Offer a CTA (Call to Action)
Simple Elevator Speech Template 2

**Problem:** “[Customers] are often frustrated by the time/effort it takes to [Action].”

**Solution:** “[You] eliminate the need to [Problem].”

**Why You:** “For [Duration], [Customers] have trusted [You] to provide the (descriptive words/benefits) to [Customers].”

**Value:** “With [Your Voice quality & skills], you help customers [spend less/make more] [time/money] [Action].”

**CTA:** “New customers get a free script demo to prove (value).”
Simple Elevator Speech Template 3

Monroe's Motivated Sequence:

• Get Attention
• Establish a Need
• Satisfy This Need
• Visualize Consequences
• Present a CTA
SEVEN PRINCIPLES OF PITCHING
LONG VERSION

1. The Headline Principle
2. The Visual Principle
3. The Reduction Principle
4. The Map Principle
5. The Pace Principle
6. The Authority Principle
7. The Curiosity Principle
“So I have a big interest in education, and I think we all do. We have a huge vested interest in it, partly because it's education that's meant to take us into this future that we can't grasp.”

Taken from Ken Robinson’s 2006 TED talk

If you’re not different – why should they care
Establish the Need

The next step is to explain the problem.

Make sure your potential clients feels the urgency of the need, but *don’t exaggerate*, keep it relatable.

Always find ways to demonstrate the direct or indirect ways this problem affects your audiences, or what will the consequences be of not acting on it.

Note: don’t be robotic – remember to think about different types of customers.
Satisfy the Need

You must offer clear and concise reason on how you overcome the need, solve the problem or grab the opportunity.
Visualize the Consequences

You have to visualize the consequences of your proposal.

*You can either show how everything will be better after your plan has been adopted and/or show how everything will be worse if your plan fails.*

They have to see and feel that hiring you is the only way to a brighter future and not doing this means they’re not hiring the best for their brand.
Call to Action

The action step must be concise and clear.

Offer your audiences a simple reason and what to do – make it easy and actionable.

Tell them exactly how they can get you to help them and what things they HAVE to do right away to book you – send an email/get a lost in the diary/book a follow up call.
Presentation Pitch Template

1. **Introduction**
   a. Smile and make a “hooking” statement to capture your audience’s attention.
   b. Introduce yourself (and your company).
   c. Explain what you do and why you love it.

2. **You and your company**
   a. Describe the contributions you’ve made, including the problems you’ve solved.
   b. Give a short, striking example of your value.
   c. Explain your interest in your listener(s).

3. **Benefits**
   a. Describe your product/service/solution.
   b. List the ways people benefit from working with you (instead of your competitors).
   c. Provide a brief story about a satisfied customer.

4. **Call to Action**
   a. Ask for an appropriate response to this interaction (contact info, a referral, an appointment, etc.)
According to a study from Boomerang.

Emails between 50 and 125 words had the best response rates at just above 50%.

Emails written at a third-grade reading level had the highest response rate.

This is supported by recent data from Constant Contact. In a study of over 2.1 million customers, they found emails with approximately 20 lines of text had the highest click-through rates.
THE STRUCTURE OF A GOOD EMAIL

THE SUBJECT/HEADING
You want the subject line to quickly tell your recipient either why they would benefit from opening your email and/or how they know you.

THE BODY
One of the best things you can do when emailing a busy person is to keep your email very short. Even though most people have heard this tip, I am still shocked at the incredibly long emails I receive, and I probably receive a small fraction of the email traffic Noah receives.

Communicate how you will benefit THEM, not why they should hire you.
THE STRUCTURE OF A GOOD EMAIL

HAVE A CLEAR CALL TO ACTION (Call-To-Action)
Make sure you only ask for one thing - even if it’s just a simple, short reply. Sometimes you just want to start the dialogue.

*Personalise it* - Always be personalize it - make sure that include some references to their success, feature in the press, recent tweet, their recent achievements, common connections, etc.

THE SIGN OFF AND SIGNATURE
Include links to your website, show-reels (download and/or play). Don’t include them in email they will increase your chances of getting picked up on a spam filter.
<table>
<thead>
<tr>
<th>Research a list of people to email.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research each person and don’t do blanket emails using a simple template – it’s lazy!</td>
</tr>
<tr>
<td>Be creative with your headlines and grab their attention.</td>
</tr>
<tr>
<td>Focus on building relationships – don’t oversell.</td>
</tr>
<tr>
<td>Keep it simple, short and to the point e.g. use bullet points to help point out key information.</td>
</tr>
<tr>
<td>Include links and relevant information – but don’t add in your cv, it will just overload people.</td>
</tr>
<tr>
<td>Make it clear why you are writing and what you want them to do</td>
</tr>
<tr>
<td>Show that you have researched them and know about them e.g. common connection, recent award.</td>
</tr>
<tr>
<td>Check your email for grammar and typo’s.</td>
</tr>
</tbody>
</table>
Finally find emails that don't bounce.

34,000+ companies use Anymail finder to find and verify the real emails of employees at any company.

Try your first search now and get 20 free credits
SUMMARY

Research the person or people you will meet.

Be ready to adapt.

Smile.

Use open, relaxed body language.

Make sure your torso is facing towards the customer.

Don’t invade the customer’s ‘personal space’.

Social distance for interactions with strangers, newly formed groups and new acquaintances ranges from 1.2 metres (4 feet) to 2.4 metres (8 feet) away from the person.

Look Just as Curious When You’re Listening as When You’re Talking.

Listen more than you speak.
Recommended Reading
QUESTIONS
• Take the long term view
• Incrementally build your marketing
• Always plan, review and adjust
• Develop checklists for the 10 marketing mistakes of every VO makes
• Change your habits – develop new powerful habits