

fecund training

and personal development

WRITING THE PERFECT PITCH

Learn from the master story tellers how to create and construct a dynamic, memorable pitch using the power of narrative to engage and excite your audience's interest and imagination.

Who is it for?

This course will be invaluable to anyone who has to prepare, write or present pitches, reports, speeches or any sort of public address to clients, colleagues or staff.

What is it about?

Inspired by the wisdom of Hollywood script gurus this course defines the laws of how and why an audience engages with a message and explores the D.N.A of successful communication. It will give you the skills to create pitches harnessing the ancient power of stories to make them more memorable, engaging, exciting, effective and successful.

Course overview

- THE LAWS OF EFFECTIVE COMMUNICATION – discover what audiences find interesting and engaging
- THE ANCIENT POWER OF STORIES – learn why they have survived for centuries and how they work on our subconscious motivations
- THE SECRET OF A GOOD STORY = A GREAT PITCH – explore how to harness the power of story when creating your own pitch, presentation or speech. Techniques include:
 - HOW TO USE COMEDY
 - HOW TO ENGAGE AND CHARM YOUR AUDIENCE
 - HOW TO HOLD THEIR INTEREST WITH DRAMATIC TENSION
 - USING EXAGGERATION EFFECTIVELY
 - THE LAWS OF CAUSE AND EFFECT
 - HOW TO KEEP YOUR AUDIENCE HANGING ON YOUR EVERY WORD
 - BEING BRAVE IN WHAT YOU CREATE
 - HOW TO CREATE A MOMENTUM IN YOUR STORY THAT LEADS TO SUCCESS

What do I get out of it?

- A greater understanding of how important narrative is in human interaction and how this can be powerfully applied in business communications
- Structure the pitches and presentations you create to grab your audience's attention, hold their interest, and lead them to the successful outcome you desire
- Practical, effective techniques to make your own pitches funnier, charming, and memorable, making your message more convincing and more successful

Want to book or find out more?

To book a session, for more information about any of our courses, or to come to one of our free **monthly Taster Sessions** call **020 7575 3164** or email ian@fecund.co.uk
Details of all our courses are available at www.fecund.co.uk

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