

# **PITCH PERFECT**

## **How to Say It Right the First Time, Every Time**

**BILL McGOWAN**

**BILL McGOWAN** is founder and CEO of his own media coaching company, Clarity Media Group. He is also a two-time Emmy Award winner with more than twenty-five years experience as an on-camera television journalist, television producer and researcher/assignment editor for CBS, ABC and Fox. He has personally conducted hundreds of interviews with newsmakers and serves as a media coach at Linked In, Facebook, The Campbell Soup Company, CNBC, Time Inc., Pfizer and others. Bill McGowan is a graduate of Fordham University.

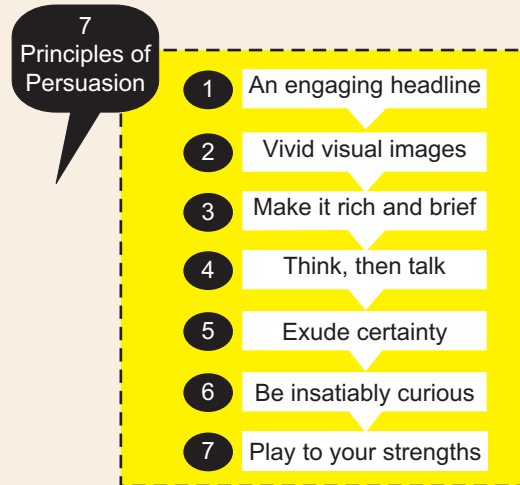
The Web site for this book is at [www.BePitchPerfect.com](http://www.BePitchPerfect.com).

ISBN 978-1-77544-817-4

**MAIN IDEA**

What makes a great presentation?

When you look through the tens of thousands of video clips which have been gathered over the years for televisions news shows, it becomes clear stand-out presentations always adhere to the same set of seven principles:



If you want what you say to be memorable and ultimately influential, work at integrating these seven principles of persuasion into your sound bite or pitch. Your listeners will love you for it.

*“Despite their important and universality, few people know about these principles, and even fewer understand how to use them. That’s because many of these principles are counter-intuitive. For instance, the less you say, the more people hear and remember. I promise you that soon, rather than fear high-stakes situations, you’ll look forward to them. Rather than find them terrifying, you’ll feel a sense of exhilaration. When you use the Principles of Persuasion to your advantage, you’ll feel confident and at peace as you win the client, nail the job interview, or deliver the best speech of your life.”*

– Bill McGowan

**The 7 Principles of Persuasion**

**Principle #1 – An engaging headline** . . . . . Page 2

Always start with your best idea expressed in a thought-provoking headline. Make people immediately think: I want to know more. Don’t bury your lead, copy others or resort to cliches. Start out with a concise and compelling statement.

**Principle #2 – Vivid visual images** . . . . . Page 3

Keep the listener’s attention by embedding visual images into what you say. Through what you say, craft and engineer stories which are so engaging people are hanging on your every word. Make like a director and direct the film that is playing in your listener’s mind.

**Principle #3 – Make it rich and brief** . . . . . Page 4

Boil your message down into a few rich and brief points. If in doubt, cut it out. Remind yourself if people want more, they will ask for seconds.

**Principle #4 – Think, then talk** . . . . . Page 5

Slow your speed of delivery. Only speak briskly when you know exactly what needs to be said. If you’re susceptible to saying the first thing that pops into your head, deliberately slow your speed of delivery. Prevent your mouth from tailgating your brain and you eliminate filler words like um, you know, etc.

**Principle #5 – Exude certainty** . . . . . Page 6

Convey your conviction about what you’re saying by the words you use, by eye contact, by your posture and by the tone of voice you use.

**Principle #6 – Be insatiably curious** . . . . . Page 7

When interviewed, earn trust by displaying genuine interest in the other person. Make it clear and obvious there’s nowhere you’d rather be and nobody you’d rather be talking to. Ask questions to learn more, not to entrap or be obnoxious.

**Principle #7 – Play to your strengths** . . . . . Page 8

If you don’t like the discussion you’re in or what’s being said, change the conversation. Always say things and make points which play to your strengths. If the conversation strays, transition it back smoothly and astutely.

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