

Tip Sheet: Pitch Presentation

The information below outlines the organization of your presentation. Page numbers refer to Technical Communication, 13th ed., by Markel & Selber.

Overall Requirements

Create a video that

- Is approximately 3 minutes long.
- Includes an audio and video recording, featuring presentation slides.
 - Shows polished presentation slides and relevant images.
 - Uses audio that is clear and easy to understand, with no distracting background sounds.
- (Optional) Can include your image as the presenter. Some people do not like to appear on video, so your image is not required. Do whatever you are comfortable with.

Introduction

Introduce your presentation with this information:

- Introduce yourself.
- State the title of your presentation.
- Explain the purpose of the presentation.
- State your main point.
- Provide an advance organizer, stating the structure for the presentation.

For additional help, see “GUIDELINES: Introducing the Presentation,” on pp. 598–599 of Markel & Selber.

Summary

Explain the basic information about your recommendation report topic, following the six-point outline from the LinkedIn Learning video “[The Elevator Pitch](#)” (3m 32s), using these components:

- Problem statement
- Gets worse
- Glimmer of hope
- Novel solution
- Credibility
- Vision

Conclusion

Finish your presentation with this information:

- Announce that you are concluding.
- Summarize the main points.
- Look to the future, forecasting what will happen next.
- Invite questions politely.

For additional information, see “GUIDELINES: Concluding the Presentation,” on p. 599 of Markel & Selber.