



How to sell yourself in two minutes

The art of the elevator pitch



~~Problems~~

Solutions



BENEFITS



Not features



**Sell the sizzle, not the
sausage!**



**Be
specific**

(Avoid generalities and clichés)



Prepare some soundbites

A photograph of an astronaut in a white spacesuit standing on the lunar surface. To the left, an American flag is planted in the ground. The background shows the dark, cratered landscape of the moon under a black sky. The text "Memorable and succinct" is overlaid at the bottom of the image.

Memorable and succinct





**Your body language
speaks volumes**



Be distinctive



Be Positive

nothing is impossible.

Never complain, never blame



LESS IS MORE.

No-one ever complains about a short speech or presentation



Tell them a story

Stories are remembered long after claims and assertions have been forgotten



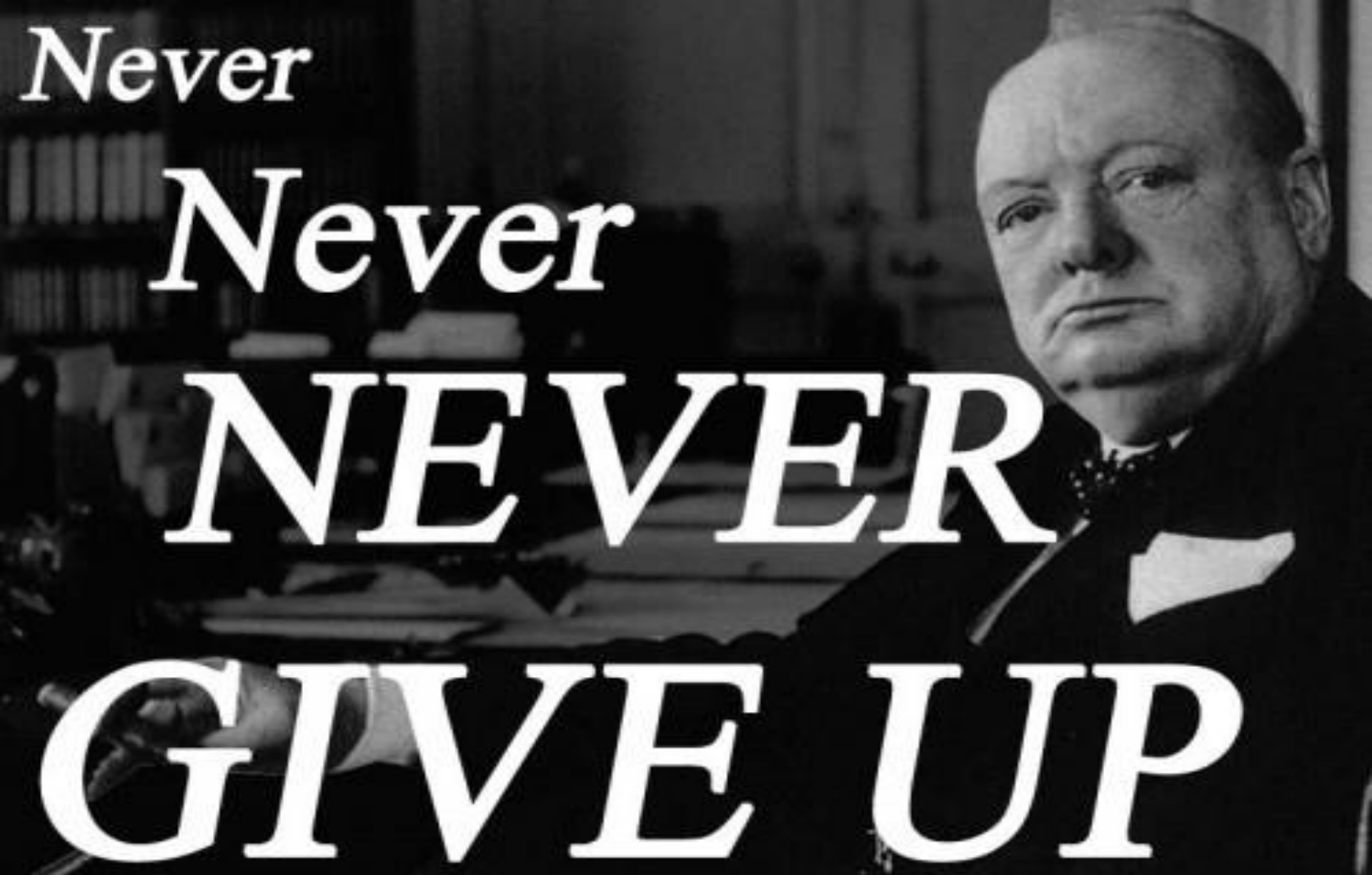
“Complexity is your enemy. Any fool can make something complicated. It is hard to make something simple.”

K.I.S.S.



Richard Branson





Never

Never

NEVER

GIVE UP

