

In any one year, just 10 people will add rocket fuel to their business by joining Mike Harris's *Perfect Pitch Elite* programme

A perfect pitch is a great answer to the question “what do you do” or “what business are you in”; a perfect pitch is delivered in about 90 seconds, with clarity, credibility and an enrolling enthusiasm. It can easily be expanded to longer pitches, verbal or written. Done well it knocks peoples’ socks off and powers up a business or idea like nothing else.

Mike is your perfect coach to develop your perfect pitch. He has built three one billion pound businesses raised over £200m to fund his ideas and listened to thousands of pitches – most of them awful. Even today he spends most of each week pitching ideas or listening to other people pitching to him.

Mike has run perfect pitch workshops for hundreds of business owners and corporate innovators. Participants report remarkable results – powering up growth, attracting funding, finding great partners, gaining new customers, getting new ideas and being able to increase what they charge. Almost everyone reports a huge increase in satisfaction in what they do.

The Elite Programme is only run once a year and is the best opportunity for intense one to one interaction with Mike. It consists of two full day workshops for all participants (8 weeks apart) and ongoing one to one support by Mike throughout the year.

Mike says: "I've sat through literally thousands of pitches and I hear the same problems over and over again. Firstly and most commonly, there is a lack of clarity, and you find yourself thinking: **What are they talking about!** Secondly they don't explain why they are different from everything and everybody else out there and finally some people come over as completely deluded, just by jumping too quickly into claims which just don't sound credible.

99 times out of a 100 I come out of pitch thinking: **They haven't got a prayer!** Which is sad because they might have a good deal more than a prayer, if only they could explain themselves.

I believe many great ideas and many potentially successful businesses and careers fail because of an inability to communicate .A perfect pitch is the highest value asset anyone or any business can develop."

What Happens in the Workshop?

A perfect pitch is a great answer to the questions:

- what do you do?
- what's the big idea?
- what business are you in?

The answer has to hold people's attention for the 30 seconds they will give you before they glaze over. Total clarity, a little bit of intrigue and a complete absence of spin is what gets that result.

We spend a lot of time at the perfect pitch workshop getting that right!

You then have another 60 seconds to capture their hearts and minds before they turn their attention to something or somebody else.

We achieve that by taking you step by step through a structure that creates credibility (“I can see why I should listen to this person about that”), creates an obvious relevance to your target audience (“I can see that’s a product or service which would really make sense for those people”) and creates believability (“I can see they are able to deliver what they say”).

The way you deliver a pitch is as important as what you say. We work with you to identify the experience you want to create for people with your pitch- how you want to leave people feeling. Finding the key words to drive this, words that are authentic for you and words that light you up and light up all who listen to you, is definitely one of the most exciting and rewarding parts of the Perfect Pitch workshop.

After the first day you take your Perfect Pitch into the world and try it out on as many people as possible.

In the second day, several weeks later, we look at the results and feedback you have received from your pitch. You will find it changes the way you think about your business as well as the way you speak about it. To have a pitch that works you need a business design that works. Perfecting the pitch means you perfect the design at the same time, and to complete a perfect virtuous circle the better your pitch the better feedback you get; the better the feedback the more you can use it to improve both your pitch and your design. We make sure all of this is captured for you on the second day.

We then help you use the same principles to expand your story into a longer pitch in a form most useful to you.

After the first day all participants have access to a private blog where we all keep track of each others' progress and Mike answers any questions you may have. This is a great way to feel part of a community and give and get community support, as well as get help from Mike when you need it.

If it looks like you need more help or you ask for it you are likely to hear from Mike "let's talk on the phone" or "come to Richmond and have a coffee with me" .

For most participants this two day workshop turns into a whole year of mentoring