

# The Art of the Pitch: Crafting Communication That Sells

## Materials Needed

- Notebook or computer (for drafting)
- Pen/Pencil or word processing software
- Access to the internet/YouTube (optional, for viewing examples)
- Timer or stopwatch (for pitch practice)
- Index cards or presentation slides (optional, for final pitch)

## Introduction: Finding the Hook

### The Hook

Imagine you have invented something truly useless, like a solar-powered flashlight, or a spoon that changes color based on your mood. If you had 60 seconds to convince someone rich and powerful to invest \$1 million in it, what three sentences would you use?

In this lesson, we won't be studying old poems or complex essays. Instead, we are going to learn how to use language as a powerful tool—a tool for persuasion, influence, and selling ideas.

### Learning Objectives (Tell them what you'll teach)

By the end of this lesson, you will be able to:

- **Identify:** Determine the characteristics and needs of a specific target audience.
- **Differentiate:** Select and utilize language (adjectives, verbs, rhetorical devices) designed to persuade rather than just inform.
- **Create:** Write and deliver a compelling 60-second "pitch" for an original product or idea.

## The Communication Strategy (Teach it)

### Phase 1: I Do - Analyzing the Masters (Modeling)

**Content Focus:** Understanding the structure of persuasive language.

We are going to analyze a strong pitch. If possible, watch a short clip (2-3 minutes) from a show like *Shark Tank* or a famous commercial (like the original iPhone launch or a high-energy movie trailer).

### Activity: Deconstruct the Pitch

1. **The Problem/Need (The Hook):** How did the speaker immediately grab attention or highlight a problem that needed solving? (e.g., "Are you tired of...")
2. **The Solution (The Product):** What words did they use to describe the product? (Look for strong adjectives like *revolutionary*, *essential*, *life-changing*).
3. **The Call to Action:** What did they want the audience to do immediately after hearing the pitch?

(Buy, invest, share, etc.)

**Key Takeaway:** Persuasive language focuses on \*feeling\* (Pathos) and \*value\* (Logos), not just facts.

## Phase 2: We Do - Targeting the Audience (Guided Practice)

**Content Focus:** Identifying persuasive techniques and applying them to a target audience.

### Success Criteria for a Great Pitch:

- It is clear, concise, and exciting.
- It speaks directly to the audience's desires or fears.
- It uses the Rule of Three (using three related words or phrases for impact, e.g., "Fast, Fun, and Functional").

### Interactive Activity: Audience Profile and Language Match

**Scenario:** You are selling a specialized backpack called "The Stealth."

**Step 1: Define the Audience.** We will write two pitches for The Stealth, one targeting "The Busy Professional (Ages 30-50)" and one targeting "The Outdoor Adventurer (Ages 16-25)."

### Step 2: Brainstorm Persuasive Language.

Audience	Audience Needs/Wants	Persuasive Words/Phrases
Busy Professional	Efficiency, organization, status, durability.	<i>Seamless integration, ultimate efficiency, investment, premium, reliable.</i>
Outdoor Adventurer	Lightweight, tough, unique, freedom, excitement.	<i>Unstoppable, rugged, freedom, conquer, explore, extreme durability.</i>

**Step 3: Draft the Hook (Rule of Three Practice).** Using the language above, Cherai drafts three different opening hooks, focusing on the Rule of Three (e.g., "It's tough, it's light, it's the future of exploration.")

**Formative Assessment:** Review the three hooks. Do they successfully match the emotional needs of the specific audience? (If not, prompt: "Which word appeals more to a professional: 'fun' or 'efficient'?")

## Phase 3: You Do - Creating the Original Pitch (Independent Practice)

**Content Focus:** Applying all concepts to create an original piece of persuasive writing and delivery.

### The Challenge: Invent and Pitch

**Step 1: Invention.** Cherai invents a unique product (something practical, imaginative, or silly—the choice is yours!).

- *Example Ideas:* A smart mirror that manages your schedule, a silent video game controller, or a self-cleaning pet leash.

**Step 2: Audience Selection.** Choose who needs this product most. (Parents, gamers, coaches, pet owners, etc.)

**Step 3: Drafting the 60-Second Script.** Structure your pitch using the following template:

1. **Hook (10 seconds):** State the problem using emotional or urgent language.
2. **Solution (20 seconds):** Introduce your product using strong, persuasive adjectives (Rule of Three). Explain how it works simply.
3. **The Value Proposition (20 seconds):** Why is it better than the competition? Focus on the benefits, not just the features.
4. **Call to Action (10 seconds):** What must your investor/customer do right now?

**Success Criteria Check:** Before delivery, ensure the script contains:

- A clear product name.
- At least five powerful adjectives.
- One use of the Rule of Three.

### **Delivery Practice**

Practice reading the script aloud. Time the delivery to ensure it is under 60 seconds. Focus on clear speaking and enthusiasm.

## **Closure and Recap (Tell them what you taught)**

### **Reflection**

We spent this lesson focusing on the strategic side of communication—how words can influence decisions. You practiced audience targeting and structured your writing for maximum impact.

### **Review Questions (Quick Recap)**

1. What is the most crucial part of a pitch: facts about the product, or making the audience feel something?
2. What is one technique you learned today (like the Rule of Three) that you hear in commercials now?

### **Summative Assessment: The Final Pitch**

Cherai delivers the 60-second pitch. The educator/listener evaluates the pitch based on the Success Criteria established in Phase 3.

## **Differentiation and Adaptability**

### **Scaffolding (For Support)**

- **Templates:** Provide a pre-written skeleton script with blanks for key persuasive words if drafting is a challenge.
- **Product Focus:** Instead of inventing a new product, allow Cherai to pitch a real-life item they already love (e.g., a specific video game, a type of snack, or a hobby tool).
- **Focus on Writing:** If public speaking is challenging, the assessment can focus solely on the quality and structure of the written script.

## Extension (For Advanced/Further Study)

- **Adding Visuals:** Create a simple one-page advertisement or use a marker board/index cards to simulate a presentation slide deck for the pitch.
- **Advanced Rhetoric:** Introduce and incorporate concepts like \*hyperbole\* (exaggeration for effect) or \*alliteration\* into the script.
- **Role Play:** Require Cherai to adapt the pitch on the spot if the investor asks a challenging question (e.g., "How much will this cost to manufacture?").

## Context Adaptation

- **Homeschool:** The pitch can be delivered to a family member, or recorded and shared digitally.
- **Classroom:** Students work in pairs to pitch to each other, acting as the investor and the entrepreneur.
- **Training/Workplace:** Apply the concept to pitching a new project idea, a meeting agenda, or a solution to a company problem to a manager.