

Storytelling for Everyone

Week Seven



Edie Everett & Karon Weber

4 November 2024

Pitching your story

An example of a literary pitch



<https://www.youtube.com/watch?v=nbbO99IRmal>

Let's list what was included in this pitch?

A successful talk is a little miracle—

People see the world differently afterward.

The Art of the Pitch



<https://www.youtube.com/watch?v=l5Zl5aC1zvM>

Roles in the Pitch

Idea pitchers



Who are you pitching to?
What do they care about?
How can you speak to
motivate them?

- Succinctly introduces the topic
- Explains why they care deeply
- Convinces the audience they should care deeply too

Idea catchers



- Wants a reason to care
- Wants a solution to a problem
- Wants to feel part of an idea's development.

The Pitch

Preparation

- Who are you pitching to?
- What do they care about?
- How can you speak about your topic and motivate them?
- How is your perspective different from theirs, and improve your ideas, and how you communicate them, based on that awareness
- What is the journey you are going to take the catcher on?

Goal

- Move the idea catcher to yes
- Engage the listener on a journey that instills the feeling that if they don't say yes, they will be missing out on something really big

Example: Three film pitches

1.



Tip: Be passionate

Example: Three film pitches

2.



Tip: Be clear about the story and who you are making the film for

Example: Three film pitches

3.



Tip: Don't tell the whole story – show command of the central idea

Structure of a Pitch: Hero's Journey

Delivers on why you should care:



Act 1 Hero's world – status quo and the problem	Climate change is killing the earth	Oppressed by father's business young man escapes	Is love a myth – disaster dater wants to know
Act 2 Driving change – crossing the point of no return	People who aren't scientists taking on the fight	Meets people, finds happiness and changes while on a journey	Goes on a quest to find answers about why he failed
Act 3 Resolution – How was a meaningful difference been made?	These people will inspire you to join them!	What is the price for joy and happiness?	Gives you hope!
Why it works	In eliminating climate experts, catcher automatically becomes part of the community of everyday folks who this film is about.	Puts the catcher in a thought experiment inviting them into imaginary worlds where people can achieve joy and happiness.	Uses shared viewpoints to build upon the catcher's knowledge and interest, and eventually directly appeals to their heartstrings.

Your turn to do a 60 second elevator pitch

- Concise
- Convincing
- Conveys story

