

EARN THE NEXT MEETING.



Listen. Your ambition is yours. Their time has to be earned. Give them an idea they can understand, believe in, and act on.

YOUR 90 SECONDS. THREE ACTS. ONE DECISION.

0-20 SEC

MAKE THEM CARE

Hook the room. Name the audience and the reason this matters.

20-70 SEC

SHOW THE VALUE

Define the format, the fresh angle, and one credible piece of proof.

70-90 SEC

MAKE THE ASK

Request a specific next step. Finish cleanly. Leave room for a reply.

01 Earn the first sentence.

Open with a vivid scene, a sharp question, or a real audience need. Give them a reason to care before you give them background. [1]

02 Make one idea unmistakable.

One project. One audience. One promise. State what you are making in plain language. Make it easy for the executive to retell it to a colleague. [2,3]

03 Give them a reason to choose it.

What will viewers feel, learn, or do? Explain the fresh angle, why it matters now, and why it fits this commissioner, brand, or platform. [1,3]

04 Put proof where hype would go.

Trade "groundbreaking" for something real: secured access, a prototype, a relevant result. Label assumptions. Never invent traction or promise certainty. [2]

05 Make yourself a credible bet.

Name the access, skill, or team that lets you deliver. Anticipate the hardest question on cost, feasibility, or risk. Admit what you do not know. [2,3]

06 Ask for a decision.

A development meeting? A pilot budget? A partner? Choose the next commitment and say it plainly. After the ask, stop talking and listen.

07 Speak with control.

Use short sentences and concrete words. Pause after the hook. Let the key point land. Cut the throat-clearing. Confidence comes from understanding your idea. [2]

08 Practise beyond comfort.

Record it. Time it. Cut repetition before increasing speed. Build 30-, 60-, and 90-second versions. Rehearse the message until you can handle interruption without losing it. [4]

If your listener cannot say what you are making, who it is for, and what you want, you are not ready.

REVISE. REHEARSE. RETURN.