

Practice your 6 pitches.

There are three ways to learn and perfect the six pitches: Practice, practice, practice. Here's a place to begin.

1. The One-Word Pitch.

Pro tip: Write a fifty-word pitch. Reduce it to twenty-five words. Then to six words. One of those remaining half-dozen is almost certainly your one-word pitch.

Your try: _____.

2. The Question Pitch.

Pro tip: Use this if your arguments are strong. If they're weak, make a statement. Or better yet, find some new arguments.

Your try: _____?

3. The Rhyming Pitch.

Pro tip: Don't rack your brain for rhymes. Go online and find a rhyming dictionary. I'm partial to RhymeZone (<http://www.rhymezone.com>).

Your try: _____.

4. The Subject Line Pitch.

Pro tip: Review the subject lines of the last twenty e-mail messages you've sent. Note how many of them appeal to either utility or curiosity. If that number is less than ten, re-write each one that fails the test.

Your try: _____.

5. The Twitter Pitch.

Pro tip: Even though Twitter allows 140 characters, limit your pitch to 120 characters so that others can pass it on. Remember: The best pitches are short, sweet, and easy to retweet.

Your try: _____.

6. The Pixar Pitch.

Pro tip: Read all twenty-two of former Pixar story artist Emma Coats's story rules:
<http://bit.ly/jlVWrG>.

Your try: Once upon a time _____ . Every day, _____ .
One day _____ . Because of that, _____ .
Because of that, _____ . Until finally, _____ .

Excerpted from [To Sell is Human: The Surprising Truth About Moving Others](#). © 2013 Daniel H. Pink