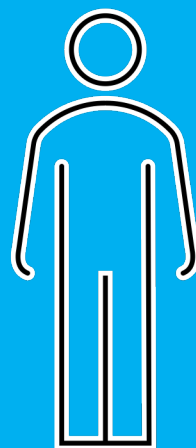


Perfecting Your Climate Pitch

Matthew Kohut
September 9, 2020

they/
their

we/
our



"get it"

shared concerns,
interests + emotions

out
of
touch



Introduce Yourself

Who? > What? > Where?

- Keep it short and simple
- Establish credibility
- Identify as constituent (if relevant)
- Establish connections (if possible)

3 Essential Story Elements

1. Visuals images of people doing and feeling.
2. Common language
3. The moral ("That's why...")

Emotion Leads, Logic Follows

1. HOOK

YOUR STORY

3. SOLUTION

THE BIG PICTURE
- supporting evidence

2. PROBLEM

THE BIG PICTURE
- supporting evidence

4. ASK

SPECIFIC ACTION

Keeping Things Conversational

0. Identify the *emotion or legitimate concern* behind a question/challenge.
1. Find something you can acknowledge, affirm, or agree with:
 "You're right that _____"
 "We are all focused on _____"
2. Bridge in a new direction:
 "What we see here is..."
 "The thing" "The good news"
 "The question this raises is..."
 "In this case" "That's why..."
3. Convince with your main message.



1. Practice Continuous Improvement



Video doesn't lie.
Watch yourself and learn.

2. Warm Up Beforehand

- Stretching
- Breathing exercises
- A routine you already know (martial arts, sports, yoga, dance, etc.)
- Visualization
- Meditation
- Positive self-talk
- Reframing
- Photos
- Music