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# Pitch Anything An Innovative Method For Presenting Persuading And Winning The Deal

## Oren Klaff

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The Method Here's the "big idea" in 76 words: There is a fundamental disconnect between the way we pitch anything and the way it is received by our audience. As a result, at the crucial moment, when it is most important to be convincing, nine out of ten times we are not. Our most important messages have a surprisingly low chance of getting through.

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[Method. The three basic parts of the brain are shown in Figure 1.1. First, the history.](#)  
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YOU'RE THE FRONT  
MAN, THE PERSON  
WHO HAS TO PITCH  
THE DEAL ... Pitch  
Anything makes sure  
you get the nod (or  
wink) you deserve."  
INVESTOR "Pitch  
Anything opened my  
eyes to what I had been  
missing in my  
presentations and  
business interactions."  
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Pitch Anything introduces  
the exclusive STRONG  
method of pitching, which  
can be put to use  
immediately: One truly  
great pitch can improve  
your career, make you a lot  
of money—and even change  
your life. Success is  
dependent on the method  
you use, not how hard you  
try. “ Better method, more  
money, ” Klaff says.  
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Anything will transform the  
way you position your  
ideas. According to Klaff,  
creating and presenting a  
great pitch isn ' t an art -  
it ' s a simple science.  
Applying the latest findings  
in the field of  
neuroeconomics, while  
sharing eye-opening stories  
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and Winning the Deal.

They hear hundreds of pitches a year. Pitch Anything makes sure you get the nod (or wink) you deserve. ”

—RALPH CRAM,

Investor “ Pitch

Anything offers a new method that will differentiate you from the rest of the pack. ”

—JASON JONES, Senior

Vice President,...

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