**Perfect Pitch Video – Required Elements (20 points = 20% of course grade)**

# **Structure**

Introduction (2 points)

- generate interest; provide focus

Body (6 points)

- share compelling content that emphasizes your brand promise / value to employers

Conclusion (2 points)

- create final impact; include closing slate with contact information / personalized LinkedIn URL

# **Delivery**

Effective Use of Voice and Audio Effects (3 points)

- articulate message; impactful audio; appropriate pace

Visuals (4 points)

- visual elements serve to enhance the nature of the pitch

Tight Time Control of Pitch (1 point)

- not to exceed 60 seconds

Publish Video on YouTube (2 points)

- use descriptive text and keywords to strengthen search ability of video and include the following statement: “This video was prepared for a marketing course taught by Prof. Dawn Edmiston at the Raymond A. Mason School of Business, College of William & Mary.”