

THE LATEST

going up iPods and Elevators

You run into your boss in the elevator or at the coffee machine and you have just 30s to get them to buy into an idea. You want to illustrate your pitch with examples or video but you simply don't have time to fire up your MacBook even if you had it with you.

Fumbling in your pocket for a scrap of paper or something that you have your ideas scribbled

down on, your hand rests on your iPod and you remember that you have some relevant photos on it. While talking you scroll through to the album that has the pictures in and then show them to your boss whilst talking. She loves your ideas and really understands what you are wanting to do, now that she can see what you are talking about, and agrees to let you take the project forwards.

That's an Elevator Pitch. Getting your ideas across quickly and concisely, getting someone to buy into them and agreeing an action. All in the space of a couple of minutes.

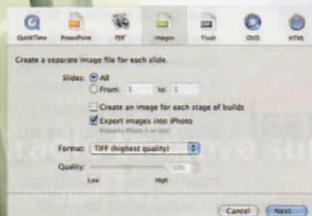
Good elevator pitches don't happen by chance, they are planned and plotted. You shouldn't just run into your boss, your customer or an investor by chance. You need to have an idea of where they will be, when they will be there and whether they will be open to discussing business. They may get coffee everyday at the same time but don't try to pitch them on the day that they are in the middle of budget meetings.

In the example above you were lucky that you happened to have some photos on your iPod. It would be much better if you had them organised into a short and snappy presentation or even a brief movie. Using Keynote you can do exactly that. Make a presentation, export it to your iPod and have it ready to pitch when you need it.

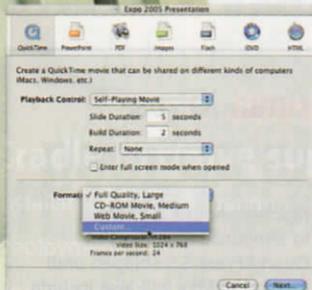
The general mantra for presentations is K.I.S.S., Keep It Simple Stupid! Don't fill the screen with bullet points, whizzy graphics and different fonts. This is all the more important when designing a presentation for your iPod. The iPod video's screen is just 2.5" across with a resolution of 320x240 and the iPod nano's is even smaller at 1.5" and 176x132 so it is probably best avoided for an elevator pitch. Have just one or two brief items or a picture on each slide with a very simple background.

Export your presentation to either iPhoto or as QuickTime with the settings shown in the screenshots, if you export as QuickTime add the resulting movie to your iTunes library. Sync your iPod to your Mac and you are ready to go. Keynote movies exported in this way are also perfect for use as video podcasts, if you add a narration in GarageBand, or if you export then as Flash you can use them on your website.

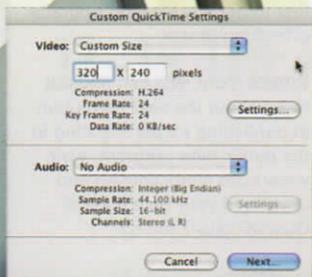
Keynote comes with a number of great templates and you can buy some specifically designed for use with iPods from Keynote Pro at www.keynotepro.com



Options for exporting as single slides



When exporting as a movie select a custom format



Set your video size to the resolution of your iPod and don't bother with audio as you will be the one delivering the pitch.