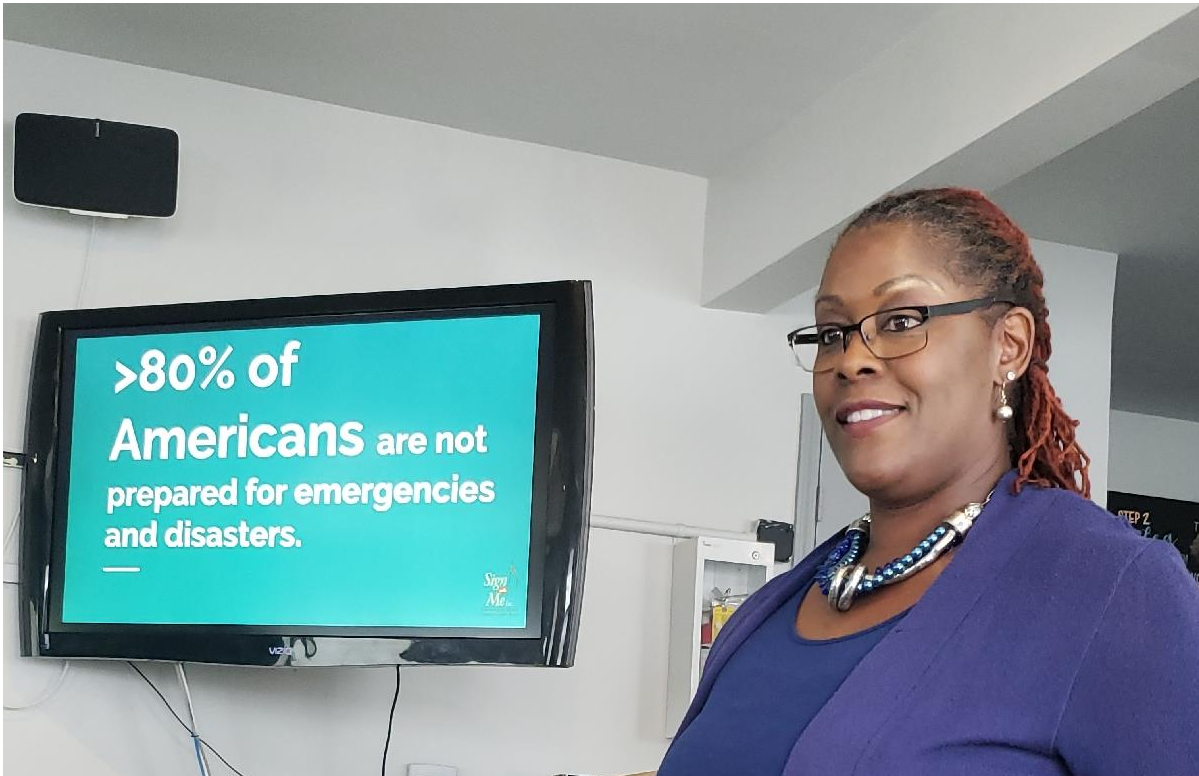


How to Perfect Your Pitch



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Perfect Pitch winner D'Yann Crosby, Sign With Me, Inc., July 2018.

How to Perfect Your Pitch

By Veronica Mackey, Founder, Perfect Pitch L.A.

People generally pitch to secure the funds, resources, connections and expertise necessary to move their business forward. It could mean the difference between your business going to the next level or never getting off the ground.

Yet, a lot of entrepreneurs struggle to pitch their ideas or products. If you are planning on pitching to investors or other influencers read these 10 tips to improve your presentation.

1. Get straight to the point. You only have 7 seconds to make your first impression. You can start with some facts, a story, a quote, or statistics. You want to get them engaged as soon as you get in front of them. Tell them what your business is and does.
2. Know your product! You're probably saying, "Of course I know my product, I came up with the concept." Well, you're right! But I'm talking about knowing your numbers. How big is the market? How much of your own money have you

invested so far? How much does it cost to make a sale? What is your profit margin? You also need to understand your weaknesses, struggles and risks. How can you improve your product?

3. Make sure you include in your pitch how you're solving a problem. Describe your targeted customers and how much they will pay for the product. You are in business to fulfill a need. Explain in your presentation how your product is the solution to your customers' problems.
4. Do some research on who you will be pitching. Despite how powerful your investors or lending executives may seem, they are still human. So, find their interests, their stories and most of all, find out what business model they are using.

What do they generally invest in? What is their expertise? Let's say you have a new idea for the wine business and you go on "Shark Tank." If you have done your homework on the investors, you would understand Kevin O'Leary ("Mr. Wonderful") is your guy. Why? Because Kevin knows the wine industry. He understands the industry's needs and is more likely to invest in the business before anyone else.

5. What value are you bringing to your potential investors? In other words, what's in it for them? Tell them how profitable the business is and show your investors how investing in you is going to benefit them. They are looking to increase their bottom line.
6. Know what you want and ask for it. If you are presenting your idea because you need cash, ask for it. How much exactly do you need, and how is it going to be used? If you need their expertise, their connections, and their influence, ask and tell them how it would be applied in your business.
7. Know your competition. If you are in a competitive market, investors want to know who they would be competing with, and how you stand out. Basically, tell them who your competitors are, what their strategies are, and what advantages you have over them. Investors want as little risk as possible when investing their money and time.
8. Present yourself as a high-value entrepreneur. People want what they can't have. They chase it and it moves away from them. People value what they pay for. Don't go pitch your idea looking desperate and needy. Don't say "Thank you

for allowing me to present my idea and I hope you can invest in our company.” Instead tell them why you are valuable and why they should partner up with you. After all, investors are people who actually *want* to invest. Right? They are just looking for the right company to invest in. All you have to do is show them you are that company. Don't sell yourself short, be confident that you are the prize. They want you just as much as you want them.

9. Represent your product well. Dress accordingly, be professional, and don't be arrogant. Body language is the key. Have your head on your shoulders. Carry yourself with confidence.
10. Test your pitch. Practice your pitch, then test it and get some feedback. Time your delivery so you can use your time wisely. Go at a normal pace--not too fast, not too slow. Be enthusiastic, but not over the top. That can make you look like you're NOT taking your business seriously.

Quick recap: Know your numbers, your product, your competition and what problem you're solving. Understand the risks and have a game plan on how to minimize them. Then, tell your audience why you're the right person for them to partner up with. To your success!

For information on the next pitch training, email veronica@konnectory.com or call 310-237-8703.