

KEY INGREDIENTS OF PITCHING

1	PAINT A PICTURE OF THE PERSON. HELP THEM SEE THAT PERSON, NOT JUST HEAR ABOUT THEM. ONLY ONE PERSON STORY WITH STATS OF HOW MANY ARE THERE.
2	WHAT EXPERTISE AND EXPERIENCE DOES YOUR TEAM HAVE? ANY FAILURES AND SUCCESSES YOU'VE LEARNED FROM.
3	CONCRETELY TIE-IN HOW IT WILL ADDRESS THE PAIN POINT UNDER THE LEADERSHIP YOU HAVE ASSEMBLED. INCLUDE YOUR 15-SECOND MESSAGE MAP. (COVERED IN THE FOLLOWING SESSION)
4	INCLUDE REALISTIC EXPECTATIONS, CUSTOMER TESTING, POSSIBLE PITFALLS, AND BACKUP PLANS.