### DEVELOPING A PITCH

W W W . S T A R T M E S P A R T A N B U R G . C O M











# WEEK SIX: Objectives

- Review last week's material.
- Understand the elements of a pitch and tie it to your business plan.
- Practice telling your business story.

## The Art of Storytelling

- Know your message and the story that you want to tell.
  - What is key to communicate?
  - What's interesting about you, your idea, your business and/or your brand?
  - What is your audience?
- Test (and reset) that message.
  - What resonates with your audince?
  - Is it simple and clear?



# Your Story Drives Perception

- And consumer perception drives your brand by
  - Creates meaning around our product or services.
  - Demonstrates your value.
  - Influences the kind of customers you can sell to.
  - Dictates the price range you can sell at.
  - Sets you apart from competition.
  - Affects resources you can attract.
  - Enables loyalty, connection, belonging, and love.



#### So, how do you tell a good story?

- Know and understand your audience.
- Craft your message and write it out.
- Focus on impacting one person (or group).
- Practice often.
- Deliver it often

**DEVELOPING A PITCH** 





A pitch is just a compelling business story.

### All Have An Ask

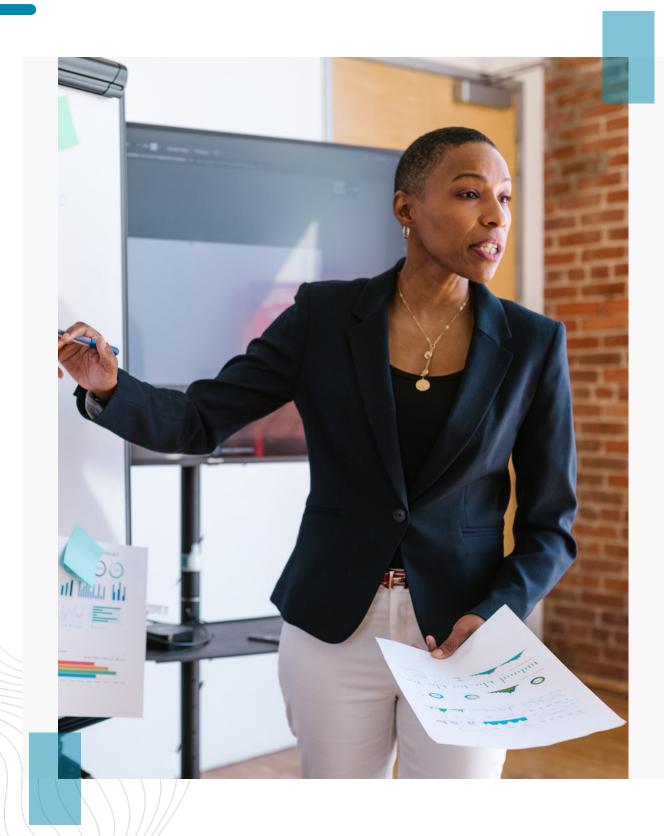
Elevator Pitch

One sentence to one minute.

Sales Pitch

Varying lengths depending on business.

Business Plan
3-5 minutes plus
time for
questions.



#### Week Six Homework

- Continue working on your financial plan.
- Continue working on business plan.

If additional program materials are available, you can access them online using this QR code and password "imallin".

