



DEVELOPING A PITCH

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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 audience?
 - 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



“

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”.

