

SELLING YOUR IDEAS

Spend some time thinking about the different aspects of a winning pitch before writing and practicing yours:

1. WHO?

Who are you? Why do you exist? What is your vision? What is the problem you're aiming to solve? Who are your key customers? Who are your main competitors?

2. WHAT?

What product or service do you offer? What do you help your customers do? What value will you be creating? What is the business opportunity?

3. HOW?

How will you deliver value? How will you capture value? What are your basic income and expenses?

4. WHAT'S NEXT?

What questions do you need to ask to take the conversation forward? How can others contact you?

Put it all together:

Now, put this all together into a well-structured, convincing elevator pitch. Record yourself selling your ideas and share with others in your network to get feedback.