

# 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?*

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## **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?*

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## **3. HOW?**

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

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## **4. WHAT'S NEXT?**

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

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### **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.