

**30 (LESS?)**  
**SECOND**  
**BUSINESS**  
**PITCH**



## Use It Multiple Times Per Day



- Nobody wants to hear confusing rambling talking about yourself
- Pitch is a natural into a conversation
- If it is not for them, nothing you can do
- If it is clear and brief, they will see if it's for them and ask more
- Next level: Inspiring & humor

# Pitch Template From Adeo Ressi



- My company \_\_\_\_\_
- Is developing \_\_\_\_\_. Or has a product/service \_\_\_\_\_
- That helps \_\_\_\_\_
- With this problem \_\_\_\_\_
- With this unique approach \_\_\_\_\_

# Example Of My App Company



- My company Problemio.com
- Built a mobile app series
- That helps entrepreneurs
- Start a business, avoid pitfalls, and get guidance along the way
- By offering live expert help

# Restaurant Example



- I am starting a gourmet Italian restaurant
- That serves high-end Italian food
- To people who appreciate better quality food and can afford it
- There is a lack of gourmet food in this upscale neighborhood
- We have a world-class head chef