PITCH CHECKLIST

Wow Statement: 30 second statement that wows the listener (makes them say well how do you do that).

Entertainment: A memorable pitch should have all of these aspects, Why, Wow, What, How, heckling, fuckwithery, gaming, audience participation, seriousness, irony, contrasting emotions, consistent/repetitive parts, irony, satire, lots of facial expressions, humility, ego, poking fun, music, lights, smoke, costumes, improve, magic, mind reading, comedy, did he just do that, absurdness, apologizing for being absurd.

Don’t Bore The With Your Story: No one care about your story unless it is really good, funny, relevant to them, or you disclose good tricks, tips, hacks along the way.

Passion: A good pitch should be passionate but never argumentative.

Use Cases: Put in use cases for how it can be used so people understand it.

Visual Language: Describe things in tangible form so that people can see what you do (ex: Machine turns water into money, not platform that does data analytics).

Use Analogy/Similes: Relate your product to things people already know. It’s like LinkedIn but… If you don’t set this conversation, others will make it up and might get it wrong.

Body Language: Sell through your confident expressions. People on absorb 7% of your words, 38% of your voice tone, and 55% of your facial expressions. Be confident.

Don’t Railroad: Responding too quickly to a question is bad.

Offline: Don’t be afraid to take things offline if the conversation is getting pulled into a tangent that is not part of your object.

I don’t know: Don’t be afraid to confidently say “I don’t know but I will get you an answer by tomorrow”.

Screen: Work with them at computer, not on big screen. Older folks like bigger screen because it is easier to see.

Decision Maker: Make sure you are talking to whoever can make decisions.

Sit-With: Sit next to, not across from them.

Problems: Know their problems before you meet with them.

Value: Have useful data for them.

Professional Look: Make sure images are clear and have good resolution.

Memorize: Know your problems and solutions in long-term memory.

Mimicry: Dress like them.

Persuade: Look for ways to provide a message that invokes emotion and empathy.

Surprise: Include a surprise.

Personal Connection: People are more willing to buy if there is a personal connection.

Simple Choice: Providing to many choices will cause the customer to stick around more but they will buy less.

Physical Product: Have a physical license to have in front of them.

Response: Respond to e-mail within 1 to 24 hours. Respond to a meeting within 24 to 48 hours.

Impress: Be able to impress them.

Details: Reveal details to their level of sophistication.

Lambs: Standard responses to common questions asked by customers.

Upfront contract: If I can do A… will you do B…

Schedule Preparation & Follow-up Time: Mark out calendar 30 min before to prepare and do upfront contract, 30 min immediately after to debrief (Mtg Notes), and a 30 min time within 36 hours to do follow up e-mail.

Chunking Preparation: Chunk to prepare for Lambs and Preparations.

Take-Away: Get decisions and commitments from clients.

E-mail Subject: “Realbot + Other Company” or “Realbot – Other Company”

Prepping Clients: PRAWN. Know their Problems. Research them. Ask questions and present upfront contract. Make sure technology is Working. Determine Next steps (follow up).

Show Interest: How do you show interest among clients/investors.

Calendar Invite: send calendar invite to make sure you have same time on calendar.

Technology: Does venue have Wi-Fi, cable adapters, projector, etc.

Location: Know what locations and times are appropriate to meet at. Know if they have working WiFi.

First impressions: Must be memorable (i.e. impressive, bold, or funny).

Proprietary Invention: Talk about proprietary invention/algorithm early on.

Selling Ain’t telling: Listen to their problems, don’t tell them about your product, be patient and listen to needs.

Division Chart: If your company does multiple services, products, or is in multiple markets, be clear what percent of profits come from each thing.

Legal: State current legal challenges.

Domain Knowledge: Show your knowledge of the industry.

Blue Ocean: Clearly show what separates you from competitors.

Sales Process: State the length of your sales process and amount paid per client.

Viral Multiplier: Show how each new client gets you new business.

Trendy: Show how it is more than just a trend.

Defense, University, Porn, Gov’t, Private: How does it affect each major industry.

Emotions: Show how this software fixes a major problem.

Revenue Channels: Show all the revenue channels. Show industry market size. Show why you are worth X and how you make Y per year.

Surprise: Surprise the audience with the benefits, revenue channels, ect.

Funny: Be funny.

Timeline: Show the history of how you’ve developed.

Celebrity Appeal: Tell about a celebrity that has endorsed your product.

Naming: Name should match what you do.

Audience Domain Knowledge: If your audience doesn’t have domain knowledge find a way to educate them quickly or provide them with a third party that could do due diligence on you.

Go Slow: Don’t have too many slides and only include content if you have time to talk about it.

Focus: Be focused on one industry. If told it could be great for another vertical market state: “there are lots of use cases but… and we’ve got to fight this battle first.”

Incentives: What incentives do users have to signup.

Habit: Show how this is involved in everyday habits.

Simple and Complex: Use simple language when pitching. Use complex terminology when asked questions.

Story: Include good stories.

Timing: Be good with timing.

Confidence: Be very confident. Don’t move at all when being asked a question.

Story: Each slide should flow to the next.

Compartmentalized: Each slide should address one and only one question.

Simple: Put complicated docs and spreadsheets in a leave behind.

Font: Stick to a few fonts, size of font should be the oldest person in the room divided by two.

Practice: Many times. Write down your entire script.

Revise: Take note of any objection and use that feedback to improve the pitch.

Delta Model: Know the specific change you want from each communication. When you finish this communication, your receivers will…

Current Reality: Do your homework and get them to be open and honest with you by revealing one of your vulnerabilities.

Own Needs: Don’t let your own needs to talk a lot, be funny, or get approval to interfere with the change you want in your receivers…

How Serious is The Relationship: The more serious the relationship, the slower you will want to build it out and the slower you will want to close the deal. Make it very clear if you don’t have a past with them that you would like to find a way to establish trust and prove your value.

Hook: Taking the listener’s current reality and putting it together with the delta change into a slogan. Exs: You want guaranteed next day delivery, “when it absolutely positively has to be there overnight.”, you want strategy implemented, “this strategy is the key to getting us to retirement early”, you want them to sign the order, “accepting this order today means profits tomorrow”, you want another meeting, “let me come back on Thursday and I’ll show you how we can improve your ratings.”

Elevator Pitch: We help X do Y by doing Z. Who, what, why.

6 signals you must give any audience: I will not waste your time, I know who you are, I am well organized, I know my subject, Here is my most important point, I am finished by ending with a great story or last thought.

Bad Openings: Asking people to raise their hands with obvious questions, asking audience to imagine, don’t use statistics if they are too obvious, never read to audience, bad jokes that don’t relate to your business,

Good Openings: Demo, I’ve got a little confession, can you keep a secret, value proposition, tell your story (#1 best opening), go to whiteboard.

It’s like: It’s like this. Avoid tech reference being the first thing you say.

We do for X what X does for: We do for surfing what lifts do for downhill skiing.

We turn water into money: A better way of saying river turbines that generate electricity.

SAM: Simile (it’s like), analogy (we do for X what Y does for Z), metaphor (we turn water into money).

Better than: Don’t brag, say “unlike X we do this…” differentiate rather than brag.

Question to Test Experience: Ask your audience how familiar they are with (your field), if they aren’t familiar then use a simile, analogy, or metaphor.

Handshake Intro: Who are you, what do you do, who do you do it for, why do they need or want it, how do they change or transform?

Stories: Relate, remember, retell.

Story Matrix: Success, Failure, Fun, Legend as column headers. Make up your own row labels such as customer, investor, mentor, sales, pitch, me.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Success | Failure | Fun | Legend |
| Customers |  |  |  |  |
| Investors |  |  |  |  |
| Mentor |  |  |  |  |
| Sales |  |  |  |  |
| Pitch |  |  |  |  |
| Me |  |  |  |  |

FailCon: Conference for failures. Failure stories resonate more with investors than success stories.

Speaking rate: Average person speaks between 120-140 words per minute. Pipeline presentation is 7.75 minutes and should have approximately 1,007 words.

Pitch: Should be a movie trailer not a movie. You want people to get to the movie, not be everything. Tease them and give them reasons to want more. What are things you can leave for next meeting.

Alignment: Make sure you passions are in alignment with your work. People don’t care what you do until they know why you do it.

Doing business with people who believe what you believe.

5-Q Framework

What do you do ant the problem, Why you or your team, What does the world like with you, How do you make money, What do you need.

Use the word “because”: Reason:

Excuse me, I have 5 pages.

May I use the Xerox machine? – 60% positive response

May I use the Xerox machine because I’m in a rush? – 94% positive response

May I use the Xerox machine because I need to make some copies? – 93% positive response

[www.nathangold.com/pipeline](http://www.nathangold.com/pipeline) pwd: pipeline2016

Video: No more than 2 minutes on video. Video Pixi.

Audiences with mixed expertise: Make the pitch understandable for a 3rd grader. Get into more detail and answer more technical questions in the Q&A.

I’m not going to even try to tell you what we are doing, I’m going to show you.

Q&A: Never lose control, set the agenda, it is not a comedy session, don’t embarrass the person asking the question, don’t say “that’s a great question”, repeat and reframe the question, keep it brief, more questions you can answer the better, don’t fake an answer, say you’ll find out and get back to them, if people don’t ask questions, ask it for them, you decide when Q&A is over, wrap it up with a bow.

[www.nathangold.com](http://www.nathangold.com)

Nervous Ticks: So, Um, What We Do, Hands in front of crouch

Hand Position: Hands to side

Notes: Explain how you are not creepy early on, demo early on, share your philosophy early on, share your value proposition early on, move for purpose, not just to move.

Offline: That’s a great question that we will have to have at the bar one night.

Note: Practice pitch with timer counting down and counting up so it doesn’t throw you off.

Zeros: Remove zeros (000) from financial statements. Numbers should be in an easy to read fond.

Contrast: Every pitch should be about building your character (walk close to audience, playful, fun, jokes, engagement) and selling your business (closer to slides and product, intense energy, passion, eye contact, posture, confidence).

Pitch Materials for Investors: Email deck, Standup deck, One-Pager, Business Plan, Financials Appendix

Control the Conversation: If they ask for something, take control and send them what you think they need to see. They want to see the confidence that you can take control of a situation or room and do what is right.

Fear of Missing Out: Everything should be phrased as if you are hot shit but in a non-cocky and authentic way. Say things like: We might have $150k but I think we have it all wrapped up. I might be able to squeeze you in. I’m not sure if you’ll be able to make our deadline. We don’t really need your money. You’re not in our space. You’re not our usual suspect. We’ve got this deadline.

Deal Lead: Get a term sheet. Say things like: “We want you to lead this deal. In the end, if you don’t want in I don’t care, we’ve got people to replace you but it would mean a lot if you helped us out.”

How to Win Friends and Influence People: Read it a million times repeatedly.

Advice, Not Capital: Ask for capital and you will get advice. Ask for advice and you will get capital.

Format: Presentation should be 16:9.

Power of three: List things in three. Only use three colors. Three is the most things you should list things in a sentence so if there are more than three it seems too busy. Your slides should have no more than three points or images for the human brain to feel comfortable.

Pitch Meal: Your pitch should include an appetizer (teaser), main course (heavy content), and a desert (best part that gets you back for more). Don’t make it too heavy, don’t make it too light. Repeat the best flavors you have to offer.

Two decks: Pitch deck should be different than email deck. Pitch deck should not have lots of words on it, you should speak those words.

Brag: Go to Nathangold.com/brag to learn how to brag

Emphasize Your Commitment: Emphasize skin in the game. Emphasis no debt and that you are not going to take backpay for 2.5 years of work.

Last Slide: Put cover as last slide with contact information so that investors can take snapshot if they need to get in touch with you.

Practice: Steve Jobs practiced one hour for every 1 minute of his pitch. He never rehearsed without an audience.

Pitch role models: Steve Jobs, Tony Robbins, Les Brown, Craig Valentine, Daniel Pink, Shane Koyczan, Tomonari Ishiguro (Black), Eric Ryan, Richard Bandler (NLP), John Grindor.

Face-to Face: When presenting to just one or two people, work with them at computer, not on big screen.

Know Decision Maker: Make sure you are talking to whoever can make decisions.

Sit on Same Team: Sit next to, not across from them, it will appear like you are already working together.

Do Your Homework: Know their problems before you meet with them. Setup a discovery call or email before you meet to get a good idea of the specific problems you should address.

CRAP: Quality design is C.R.A.P. – Contrasting, Repetitive, Aligned, Proximity. Contrasting means that are next to each other but different should contrast significantly in color, font style, size, boldness, etc. Repetitive means that you should use the same fonts, colors, sizes, boldness, images, shapes, etc. throughout the entire design. Good design should only have 2-3 fonts, colors, sizes, boldness, images, shapes, etc. Aligned means that objects that are together should be consistently aligned. Proximity means that objects that are similar should be grouped together and objects that are not similar should be separated. If something looks off, it usually falls within one of these four categories.

Emotion: Look for ways to provide a message that invokes emotion and empathy.

Surprise: Include a surprise in your presentation so people will talk about you and remember what you said.

Build Trust: People are more willing to buy if there is a personal connection.

Choice Chaos: Providing to many choices will cause the customer to stick around more but they will buy less.

Relationships: Humans on average know 148 people (strong stable relationships). 95% confidence interval is 100 to 230.