

## BA260H READING NOTES FOR 5/15/2019

HBR: pitching a brilliant Idea.

- Audience will stereotype / put you in a box fast, despite merits of your idea.
  - 3 typically successful 'types' of Idea pitchers
    - Showrunner: Professional & polished
    - Artist: Quirky, Ideas are creative
    - Neo phyte: young, inexperienced, naive
- Ways to f---k your pitch up bad
- Unload idea rather than defend it.
  - Be robotic
  - Be argumentative (used car salesman)
  - Charity case (begger?)
- Invert power differential, clean
- Make yourself look unknowledgeable
- Ask directly for help. use power diff

FORBES: elevator pitch

- Making an elevator pitch
  - NOT a life story!
  - 20-30 s ... Vivid, thorough
  - About bullets of  $\frac{1}{4}$  page of material

- recite till you are familiar with it
- Cater it to your audience