What's Your Pitch? Explain Your Business in 30 Seconds (or less)!

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What’s Your Pitch?
Explain Your Business in 30 Seconds (or less)!

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University of Nebraska-Lincoln Extension
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“Before you can sell anyone else, you first must be sold on yourself.”

- Loral Langemeier

- The Millionaire Maker’s Guide to Creating a Cash Machine for Life

- Nebraska Native!!
Why a Pitch?

- Make a Memorable Impression
- Sell Your Services, Products or Ideas
- Build Relationships, Sales and Investments

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✓ Simplicity
✓ Unexpectedness
✓ Concreteness
✓ Credibility
✓ Emotion
✓ Story
Put Your Pitch to Work with the High Five!

1. What?
2. Who?
3. Wow!
4. Why?
5. When?
Step 1: What are you Pitching?
Step 2: Who is Your Target Audience?
Step 3: Hook Your Audience with a Wow Factor!

Use Statistics, Numbers & Emotion to Peak the Interest of Others!!
My Hook

“I am an Extension Educator with the University of Nebraska-Lincoln specializing in the areas of leadership and entrepreneurship” vs.

“I just read this awesome study that you might be interested in too. It found that business coaching increases profitability by 22%...isn’t that AMAZING?”
Step 4: **Why You?**

Vividly describe how the situation impacts THEM!
Step 4: Why You? (Continued)

Offer proof that you are the best!
Painting the Picture

“This economy is a challenge for small business owners like yourself, and entrepreneurs need our support-people like you are the backbone of our economy!

I am currently coaching a business owner, and his profits have increased each month over the course of our coaching relationship… even in this tough economic downturn!

He is spending time working on this business and is now planning for even bigger growth. He is also having a lot of fun! Coaching has really helped him achieve both his personal and business goals.
UNL Extension to the Rescue!!

Business coaching may benefit your business too. I would truly enjoy the opportunity to help you succeed—while having some fun in the process of course!

When are you available for a complimentary coaching session?
Step 5: **When?** Revise and Rehearse with THE ASK!

Firm up a **When?**
“I just read this awesome study that you might be interested in too. It found that business coaching increases profitability by 22%...isn’t that AMAZING?”

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Success Tip: 
Break the Ice!
Let it Flow Naturally!

Confident pitches delivered with passion are effective pitches!
Prepare for Great Q&A:

- What are questions you may be asked?
- How can you best answer them?
- What are some key points you want to make?
Tools You Can Use:

• Harvard Business School Elevator Pitch Builder
  - http://www.alumni.hbs.edu/careers/pitch

• Buzzuka.com
“The best way to predict the future is to INVENT IT.”

-Dr. Alan Kay
Inventor and Pioneer in the Computer Industry
Put Your Pitch to Work with the High Five!

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2. Who?
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