

# Persuasive Investor Pitches

Eight tips to get more from your meetings



When you are pitching to investors, you only have a few moments to connect. Investors will make an initial judgement within seconds. How can you be sure your story, your materials and your performance are confident, compelling and persuasive throughout?

## 1. Know Your Investor

The better you know them, the better you can talk their language. We have prepared simple checklists to go through to prepare for your investor meetings. That way you can properly prepared.

## 2. Have A Great Elevator Pitch

Summarise your proposition in 30 seconds. If you can't do this, your ideas are not clear enough. Use powerful language: active verbs, short words and short sentences. Be clear about the problem you are solving.

## 3. Structure Your Pitch Carefully

How do you start? How do you build your argument? How do you keep attention and draw people through your pitch? It's the difference between having full attention and a bored audience.

Stories you tell will make your pitch stand out. The brain remembers stories that are personal and illustrate the point you make.

Get the order right, and the emotional buy-in will be huge.

## 4. Plan The Questions

Do you know what questions to expect? How do you handle the unexpected? And which questions will you ask? Better questions mean more engagement.

## 5. Polish Your Performance

A good pitch relies on good performance. The basics to get right every time include:

- Interaction – it must feel right
- Discussion – plenty of it
- Trust – the most important factor throughout
- Practice – the best teams are well rehearsed

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## 6. Create Powerful Materials

Stand out from the competition. Do this with excellent pitch books and visual aids. For example:

- A powerful teaser that helps get you the meeting
- A pitch book that stands out and persuades
- Visual aids that impress

## 7. Use A Checklist

To know if your pitch will get the right impact, adopt a checklist. Score yourself against these 10 tests.

**Focus:** Is everything exactly what your investor needs?

**Structure:** Is your flow easy to follow?

**Message:** Have you a single simple message to get across?

**Delivery:** Are you excited, engaging, and confident?

**Connection:** Do you make an impact within 10 seconds?

**Questions:** What will they ask? What will you ask?

**Story Telling:** Do you use clear examples and stories?

**Clarity:** Will everyone understand it?

**Relevance:** Have you passed the 'So What?' and WIIFM tests?

**Practice:** Have you practised enough? Is it perfect?

YOUR TOTAL SCORE

/10

## 8. Transform Yourself

Be sure you make the right impact. Prepare yourself for your investor pitches by calling us. Learn how our team of presentation experts can polish your story; review your materials and rehearse you. Get it right first time.