

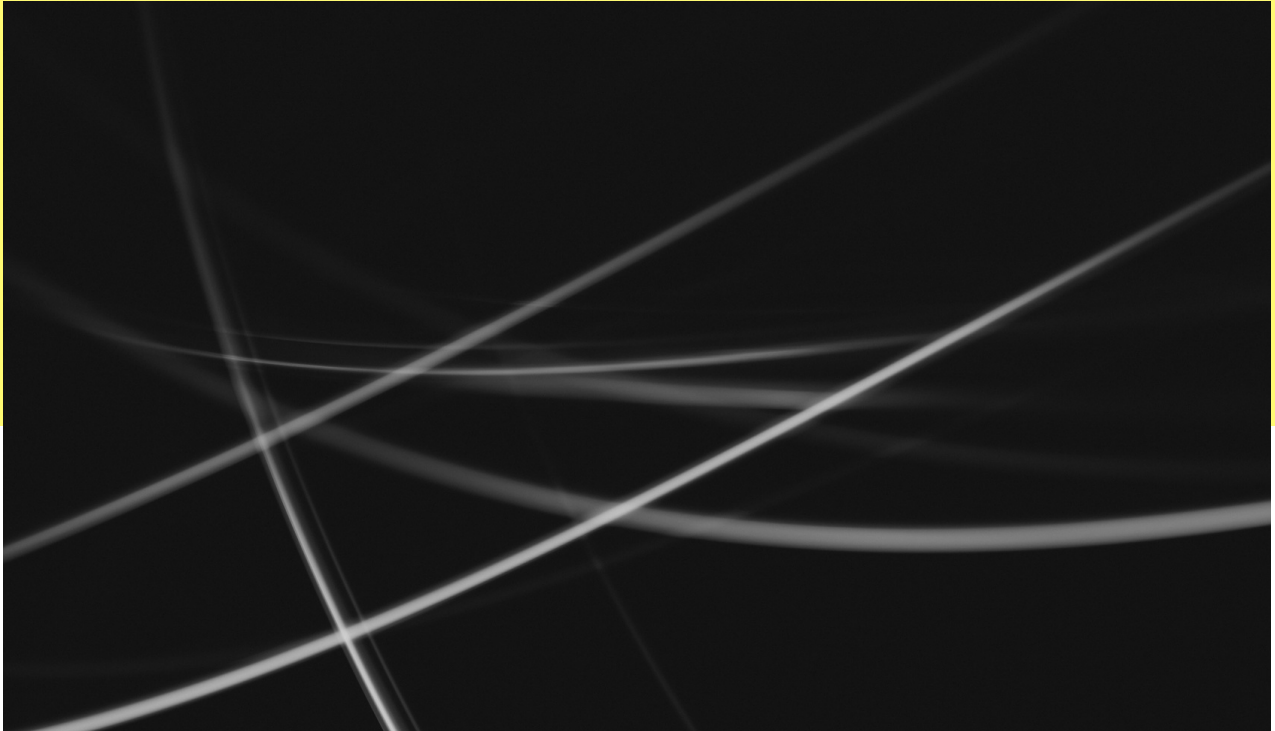
INCUBATOR studio

Growth Catalyst

MASTER YOUR NETWORKING PITCH

IN 4 STEPS

*How you pitch is how you
succeed.*



Once you have a business made of a system, processes, packages & priced offers for your ideal clients, a strong positioning, clear messages, a stunning brand, a wowing website & maybe even a great team... you can very well be in the frustrating situation where you don't sell enough or you can't charge the right prices for your products or services. You don't earn your worth & can't finance innovation.

At this specific moment, your reach out to Incubator Studio to unlock your business potential.

Got you, you have the best product but you can't sell [it] - and you're not the only one.

We'll never repeat enough that despite having the best product or service, unless you master the art of selling, you don't have a business. Why? Because if you can't sell, you can't have revenues! If you can't secure satisfying revenues, you can't sustain your business growth. It's that simple.

We strongly encourage you to use Incubator Studio's methodology, which starts with mastering the art of pitching.

IMPRESS | SOLVE | SIGN

In the next coming pages, you'll eventually understand clearly what a pitch is, how to build your pitch script & how to master your pitch delivery.

Trust & follow the process, it's not a THINK book, it's a DO book

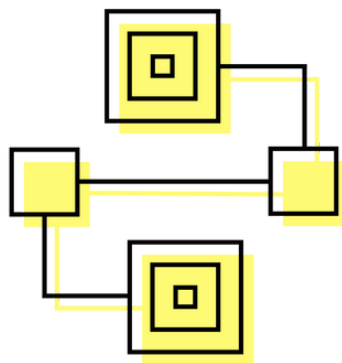


TABLE OF CONTENT

[5-9]

PART 1 -

WHAT IS A PITCH?

A LEAD GENERATOR SHORTCUT...
... WITH A SIMPLE GOAL-ORIENTED
STRUCTURE...
... FOLLOWING THE 3W RULE

[10-18]

PART 2 -

HOW TO BUILD A PITCH THAT WORKS?

STEP 1 - GATHER THE INGREDIENTS
STEP 2 - SELECT THE GREAT
& NEGLECT THE GOOD
STEP 3 - PREPARE THE TASTIEST MIX
STEP 4 - IMPLEMENT VARIANTS

[19-23]

PART 3 -

HOW TO MASTER PITCH DELIVERY?

MAKE PEOPLE FEEL
USE CONSCIOUS BODY LANGUAGE
PRACTICE DAILY

[24]

CONCLUSION

PART 1 -

WHAT IS A PITCH?

A LEAD GENERATOR SHORTCUT...

A pitch is a shortcut to make people understand what you do & how you could be helpful to them, their business or their network. Two formats of pitch usually do most of the work:

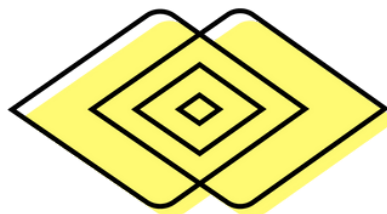
A short networking pitch.

- The simple story you share with any non-specialist in your daily life.
- 20-30 seconds ; 4 sentences ; 140-150 words.

A commercial pitch.

- The more elaborated story you share with specialists, investors, industry experts, people who understand what it is about..
- 1-3 minutes ; 9 to 27 sentences ; 150 to 390 words.

In this document, we'll focus on the networking pitch, also called handshake pitch or elevator pitch.



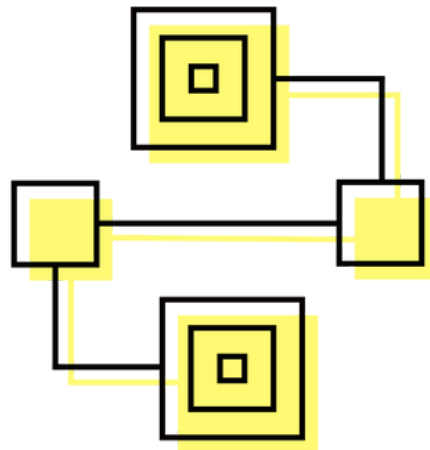
... WITH A SIMPLE GOAL-ORIENTED STRUCTURE

It is highly recommended to always stick to the same structure in order to be concise, to the point & efficient.

You don't want to get lost in explanations, lose track of your thought or lose the attention of your interlocutor, do you? Then, simplify your task! Just streamline your pitch, sticking to those elements only:

- 1. Opening statement**
- 2. 3 key messages**
- 3. Call to action**

The content must be simple & the progression logical, in order to enable a clear delivery. You only get one chance to make a good first impression.



... FOLLOWING THE 3W RULE

WHO are you pitching to?

The content of your pitch must be tailored to your audience. Every time you pitch, identify WHO your main audience is & who the other potential influencers are around them: end user, buying decision maker, investor, journalist, partner, reseller, blogger...

Make sure you understand their challenges, pains, drivers, aspirations, problems & needs. Same applies when you pitch to one person individually.

WHY are you pitching?

You pitch with the intention to generate an action. Determine very concretely WHY you pitch: what do you want to get out of it? Ex: get some contact details, give a business card, make an appointment, generate a visit to your website, be introduced to a specific person, be invited to an event, be considered as a speaker at a conference, book a demo etc.

Express clearly what you expect from your interlocutor because your goal is to compel someone to take action.

WHAT message are you conveying?

The pitch WHAT talks about you / a company / a service / a product / an event you want to promote, presented in a way that it appeals to whom you are talking to. It says how you help your interlocutor solve his specific problem, in sync with what drives & moves him.

The most efficient pitches involve an emotional dimension, because at the end of the day, the decision making process is partly (highly?) emotions-based.

You will most likely not have time to pitch de HOW in 20-30 seconds - keep it precious for the commercial pitch.

Less is more!

A pitch is a lead generator shortcut with a simple goal-oriented structure following the 3W rule.

Remember: WHAT you say is determined by the reason WHY you are pitching & TO WHOM.


PART 2 -

HOW TO BUILD A PITCH THAT WORKS?

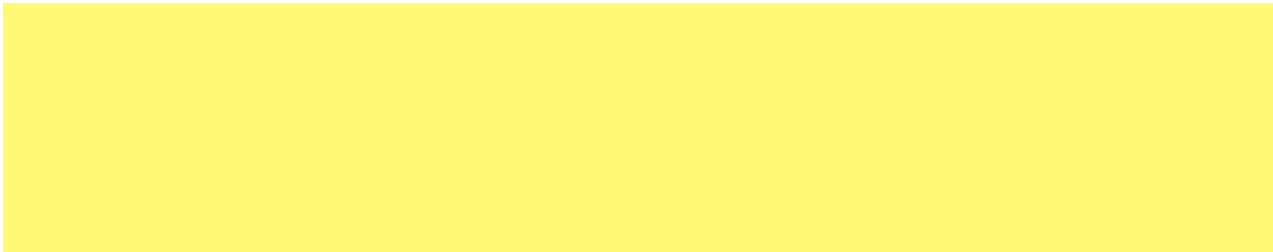
STEP 1 - GATHER THE INGREDIENTS

Drawing an impactful story line implies defining main ideas, generating short headings & coming up with keywords. The aim of your preparatory work is therefore to come up with a complete list of strong keys only (=no sentences) in each of the below categories. Do not be selective, write down everything that comes to your mind.

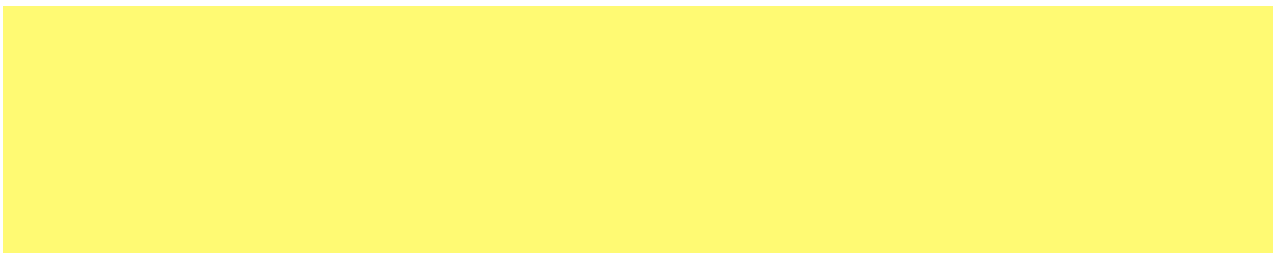
1. This is who I am:



2. This is who we are as a company:



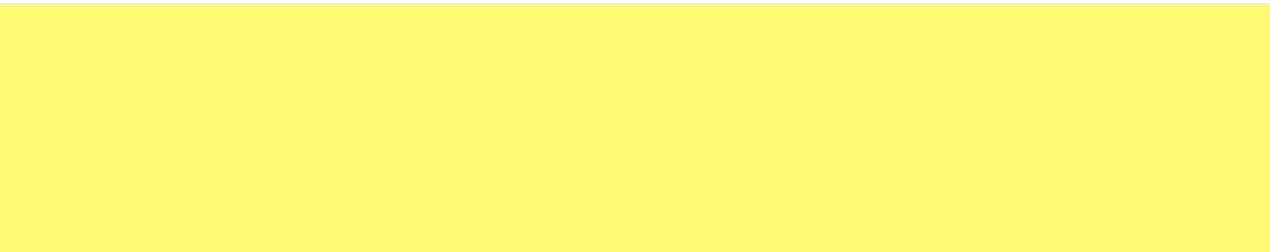
3. This is our most prominent values:



4. This is what we do or sell (product, service):




5. This is who my ideal customer(s) are:



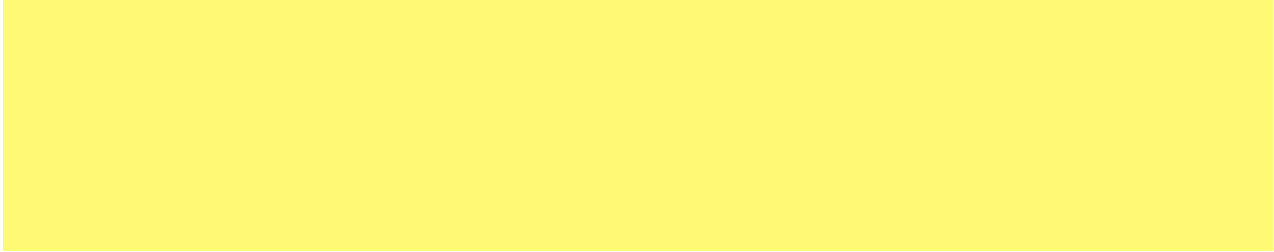
6. This is what drives my customers, the problem(s) / need(s) / pain / challenge(s) / aspiration(s) / dream(s) they have:




7. This is how I solve their problem(s) & meet their need(s):



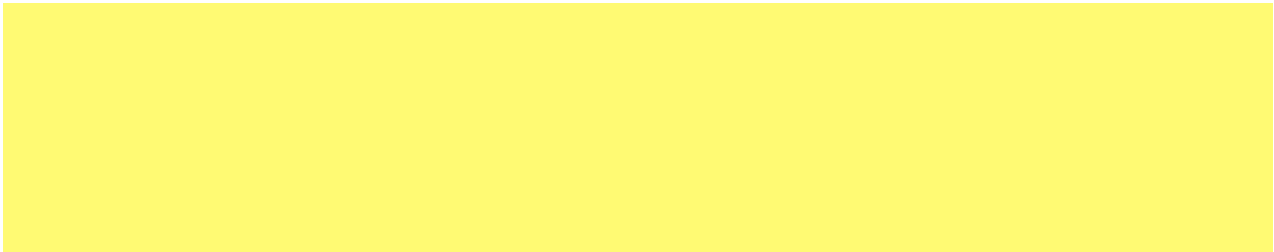
8. This is the added value/results I bring:



9. This is my/our unique way, for which I am / we are praised & recognized:



10. This is what I want you to do for me.



**IT'S NOT DIFFICULT, YOU JUST NEED TO DO IT!
SIT DOWN FOR 10 MINUTES & GET IT DONE NOW.**

STEP 2 - SELECT THE GREAT & NEGLECT THE GOOD

Now that you've listed & organized the key ingredients, it's time to select the most impactful ones & leave the less relevant ones on the side. The attention span of people is very short; you therefore need to be very selective on the items you select for your pitch!

YOU are the one who makes choices about & prioritizes what your interlocutor should remember above all. Don't worry, if you pass the pitch step, you'll have plenty of time at a later stage, to tell your interlocutor about all the other things that you are also good at...

Remember, the networking pitch is made out of 4 ingredients only, that should fit in 20-30 seconds.

I am... This is what I do... (your professional tagline)

For whom... (who you mainly target to serve)

Their biggest pain point is... (*name the heaviest problem*)

What's unique about how I solve this problem is... (*as opposed to what the competition does*)

STEP 3 - PREPARE THE TASTIEST MIX

Now that you've narrowed down the key ingredients list, it's time to focus on the copy of your short story. Be fun & surprising, not boring. Dare to be different, boldness does not kill, it creates bonds!

"You can't blend in when you were born to stand out."

JR Palacio

You want your interlocutor to engage with you within a matter of seconds. We firmly believe that the polite "ah, that's interesting", announces the failure of a pitch & the end of the encounter. Your goal is to generate a "HOW" or a "WOW", followed by a "tell me more", "I am curious" - those short words that indicate the desire of a conversation.

How to achieve that? Do not tell everything. Less is more. At this stage, people are not interested in the details.

- **Speak on the 1st person.**
- **Start with a catchy professional tagline, a joke*.**
- **Stick to the 4 ingredients.**
- **Make short sentences, not exceeding 15 words.**
- **Include a fact backed by a figure.**
- **Pick up action verbs.**

**Don't worry too much if your interlocutor doesn't understand perfectly what you really mean by this surprising introductory sentence - you need to catch his or her attention. The following three sentences will ensure (s)he understands clearly what you do.*

Name of the interlocutor:

Complete pitch :

STEP 4 - IMPLEMENT VARIANTS

Having a clear pitch structure & a good pitch content ready at all times will help you make the best of every single encounter, even the shortest or apparently the most insignificant ones, be in at a networking event, a business conference, a co-working space drink & even in informal environments of your daily life such as a party, a school, a shopping street.

What guarantees its impact, once you own it, is your ability to duplicate & adapt it to each of your interlocutor's profile & persona. Do the quick exercise that consists in writing 4 other networking pitches right now for 4 other types of interlocutors.

Interlocutor A:

Complete pitch:

Interlocutor B:
Complete pitch:

Interlocutor C:
Complete pitch:

Interlocutor D:
Complete pitch :

PART 3 -

PART 3 - HOW TO MASTER PITCH DELIVERY?

MAKE PEOPLE FEEL

**"People will forget what you said.
People will forget what you did,
But they will never forget how you made them feel."**

Maya Angelou

When it comes to pitch delivery, passion & content are equally important. Here are four things to remember when you pitch:

Mix rationality & passion

It must be obvious to your interlocutor that you are passionate. What you say should obviously come from your heart & not only from your head. Reach the head, touch the heart.

Use storytelling

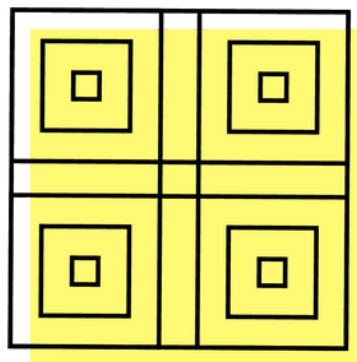
Speak as if you were telling a story. It definitely helps create the emotional bond. A story is nothing else than data with a soul & a style.

Inspire

Inspire your interlocutor in order to turn him into an actor. Speaking with your guts will help, because (s)he will feel your energy.

Be an artist

It takes practice to learn by heart, appear natural & be good at improvisation. But you do not want to be the dancer counting the steps out loud, you want the audience to see you are a true artist dancer, a reference, an authority in your field... which has obviously taken years of hard work & practice to build up.



USE CONSCIOUS BODY LANGUAGE

Pitching is a communication exercise. Your communication ability is crucial to your company's success. If you want to be successful at engaging your interlocutor / audience while pitching, pay attention to:

- **eye contact:** look at your interlocutor straight in the eyes.
- **body language:** mind excessive facial expressions, bothering gestures, distracting hand motions.
- **silences:** create opportunities to punch key words & to pause.
- **articulation:** mumbling won't bring results.
- **pace of the speech:** balance slow/fast speed.
- **tone of the voice:** make sure you are lively. & entertaining.
- **voice volume:** loud or soft, adapt to the environment.

Be[com]ing good at pitching takes a lot of practice, more than it requires natural skills. Adjust your body language mindfully until you reach the stage where you use the appropriate dose of every element. This surely does not entail becoming a communication master. Pitch mastery alone will do the trick, do not set the bar too high! One practice at a time, you'll build your communication skills up.

PRACTICE DAILY

You'll most likely use your pitch off stage 99% of the time. Make it part of your daily routine. Do not be shy, see it as a game! When you see people asking questions or laughing, it means you won!

If you notice the message does not work, does not transform, is not fully understood, make a mental note & adjust it for next time. If you need support, just send us an email welcome@incubator.studio.

Equipped with your newly crafted pitch, you are now on a mission to:

1. Learn your pitch by heart.
2. Practice it a lot, against the clock, in front of a mirror or a video recorder.
3. Test it on anyone you meet.
4. Adjust it.
5. Decline it for different chosen WHO.

**YOU ARE ALL SET TO GET YOUR MESSAGE ACROSS
IN THE MOST PERSUASIVE WAY,
AS OFTEN AS YOU CAN!**

CONCLUSION

Crafting & delivering a good pitch is hard work, but we believe it is the essence of your marketing messages & the best business growth enabler.

When you get this right, you are in the position to grow traction from potential partners, customers & influencers through word of mouth as well as through a strategic growth plan, off-line as well as online.

Your next step is to design an actionable marketing strategy to further spread the word in a scalable way. If you want Incubator Studio to work that out for your business, just send us a email at welcome@incubator.studio.

We commit to turning businesses around from ideas to brands, from unknown to unforgettable, from complexity to clarity, from doubtful to impactful, from conceptual to visual, from strategies to plans, from procrastination to action, from stress to success, from hocus pocus to focus, from chance to change, from learning to earning, from dreaming to scoring, from catapults to results, from doing good to doing great.



WHO ARE WE?



AURÉLIE BÉCAT

*Positioning Strategist &
Brand Therapist*



CORALIE ROCQUE

*Art Director &
Web Identity Designer*

**Extracting from your brand essence
the strategic acceleration of your success.**

We designed & built a boutique consultancy that supports the go-to-market & growth of solopreneurs, startups & SMEs. Incubator Studio increases small companies' authority, reach, traction, impact, success & profits.



INCUBATOR studio

Growth Catalyst

To your success!

www.incubator.studio