

What are 5 things I can do to get investor to see my value?



You don't get a second chance to make a first impression. So don't let the small things add up to a big mistake.



1. Don't walk in unprepared

Too often entrepreneurs put together their pitch at the last minute and only run through it in their head. You need to prep early and practice often. This will make you look polished and professional. Just what investors are looking for.



2. Don't use Jargon

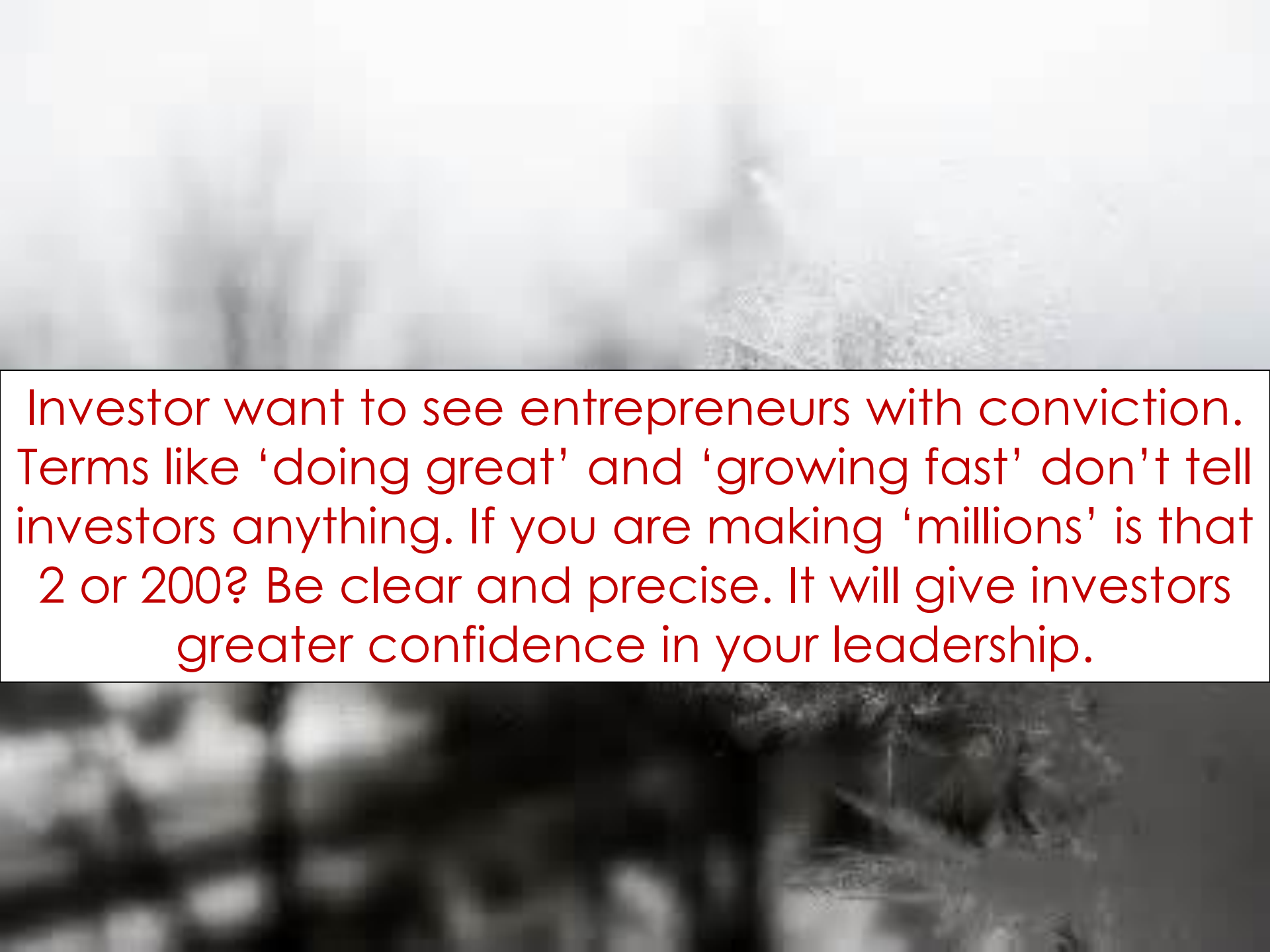


There are phrases and terms that everyone uses in their industry or line of work. You may have even developed terms as short hand with your team. Beware. If investors don't know a term,you may lose them and their money.





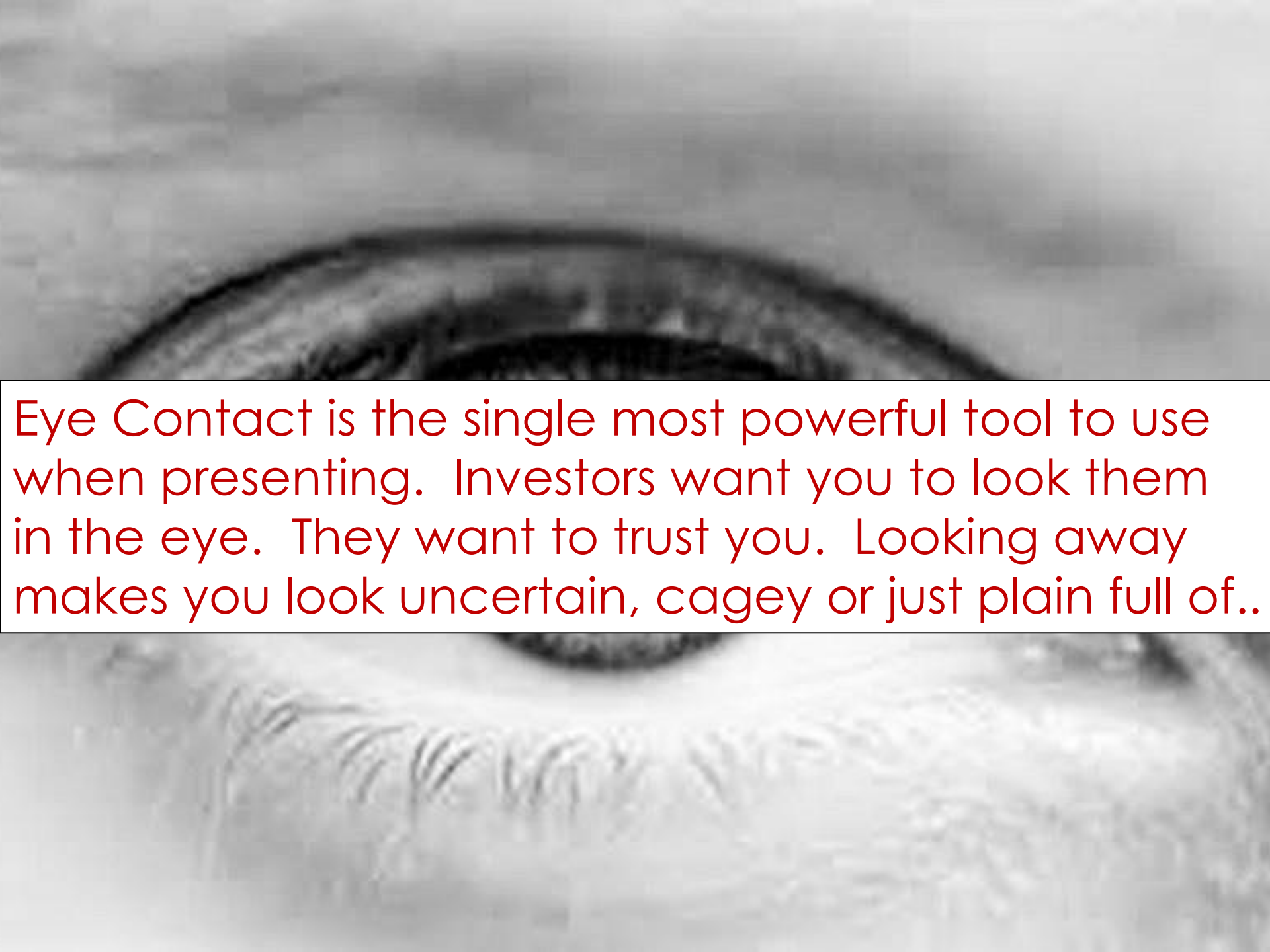
3. Don't be Vague



Investor want to see entrepreneurs with conviction. Terms like ‘doing great’ and ‘growing fast’ don’t tell investors anything. If you are making ‘millions’ is that 2 or 200? Be clear and precise. It will give investors greater confidence in your leadership.



4. Don’t fail to make Eye Contact



Eye Contact is the single most powerful tool to use when presenting. Investors want you to look them in the eye. They want to trust you. Looking away makes you look uncertain, cagey or just plain full of..



5. Don't fail to prep for Q & A



An entrepreneur can win it or lose it in the Q & A. Too often they prepare the pitch and don't have clear, concise answers for likely questions. This means you can tarnish what might be a perfectly polished pitch. Think of the questions and answers in advance and practice them too. Investors will see you know what you are talking about.





These quick tips will help you keep the investors focused on your business and the great opportunity in front of them.

For more tips go to

Inve$torPitchCoach

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