

Top 5 Mistakes Made When Pitching

Special Edition for Motivated Entrepreneurs and Intrapreneurs

Updated: October 12, 2015
Version 2.0

A Plan to Improve Your Business Idea, Funding or Resource Pitch

Need help? Schedule a personalized one-on-one coaching session today!
Call Bill Kenney at +1 (860) 573-4821 or email at bkenney@testmypitch.com

Background

Whether, as an entrepreneur, you're seeking funding, co-founders, or you're entering a business plan competition you need to become highly competent at pitching or communicating your about venture to be successful. The same is true for intrapreneurs who look to activate support within their organization.

Sharing your vision and gaining support isn't easy. Pitching can be nerve racking, intimidating, and overwhelming. Choosing and delivering words that will capture the audience's attention and accurately convey your idea in a finite amount of time is a real challenge. Many great ideas and professionals have failed to gain traction because the author couldn't tell a compelling and succinct story. Most of us not only find public speaking difficult, but also the idea of doing something self-promotional adds additional stress.

Developing competence and confidence in communicating allows entrepreneurs to both build a strong first impression (if you do it poorly you might not get to make a second impression) and also allows them to better validate their business idea by making sure that their audience understands the vision. The worst result would be to create buy-in on a misunderstanding.

Improving your ability to pitch is like getting physically fit. It's a process. It takes good technique and a commitment to practice.

We hope that you will find this special report and the [Test My Pitch](#) platform to be valuable tools in your pitching evolution. Thank you for sharing us with your friends!!

The Top 5 Mistakes Made When Pitching

Pitching well is an incredibly valuable skill. When you master how to not make these mistakes your capabilities and results from pitching will improve quickly. Chances are that each of us has had our challenges with these 5. I know that I have!

1. **FAILURE TO STAND UP:** Fear can be crippling. It can keep you and your great idea on the bench. Sometimes fear is so bad that you choose not to even show up at a particular event. Other times you question your idea or second guess your ability to deliver it well. Either way staying on the bench and not sharing your idea with the world yields a certain and limiting outcome. What's the worst thing that can happen if you share your

Need help? Schedule a personalized one-on-one coaching session today!
Call Bill Kenney at +1 (860) 573-4821 or email at bkenney@testmypitch.com

idea? What if you stutter, stammer, or lose your place? What if you aren't able to compel the audience in the way that you intend? While staying on the bench offers a cloak of safety, do you really want to be one of the thousands of anonymous wallflowers or do you want to change the world? Skills and confidence only improve with practice.

2. **NOT AUDIENCE CENTERED:** An entrepreneur can do a lot of other things perfect, but all is lost when they fail to understand and connect with their audience. The audience is everything. Often the entrepreneur is too enamored with their product and they spend the majority of their pitch describing it. The use of industry jargon can also be a challenge for many audiences. You need to ask yourself, who is in the audience, why is the audience here, and what can I reveal that will help them achieve their goal? Disregard for the audience's needs and interests will completely eliminate any chance for pitch success. It doesn't matter what you say, it matters what the audience hears.
3. **NOT PREPARED:** Lack of preparation can be revealed in many ways. Maybe you haven't clearly defined your market opportunity, or your slides aren't well organized, or maybe you don't have a good grasp of the financials. In any case, lack of preparation reduces your ability to deliver the message that you intended. Not only is it nerve racking to be unprepared, but you lose credibility. Without credibility it will be very difficult to engage the audience and compel them to advocate you or your idea.
4. **NOT SUCCINCT:** When an entrepreneur isn't succinct they run the risk of losing their audience and even worse running out of time before completing their presentation. These meandering pitches can at times be repetitive and incomplete. The best rule is to make sure that you finish speaking before your audience finishes listening.
5. **NOT PASSIONATE:** It is incredible how many people present without passion. If you're not passionate about your idea or venture, why should anyone else be? Feeling anxious and nervous often causes entrepreneurs to be distracted and appear less passionate when they pitch. Speaking in a monotone is a strong sign that you are presenting indifference. People and presentations that lack passion suck the energy out of the room and cause the audience to tune out.

Pitching isn't easy. Avoiding these 5 core mistakes will quickly improve your ability to deliver successful pitches every time.

Need help? Schedule a personalized one-on-one coaching session today!
Call Bill Kenney at +1 (860) 573-4821 or email at bkenney@testmypitch.com



Test My Pitch

testmypitch.com
bkenney@testmypitch.com
(860) 573-4821

About Test My Pitch

Often referred to as Toastmasters online, [Test My Pitch](#) is your private virtual community of students, entrepreneurs or professionals who draft, share, and offer feedback on pitches and other communications.

No longer does your best feedback have to come when you ask for money.

Beginning with our exclusive pitch drafting system, participants form and request feedback on a first draft within minutes. As the pitch text improves, entrepreneurs create and post video pitches for additional levels of practice and feedback. Your mentors, coaches and peers make valuable contribution from anywhere at any time.

Behind the scenes, organizers drive engagement and measure activity. Want to know which of your mentors and coaches is most engaged or how a certain entrepreneur is progressing? Test My Pitch provides the data you need.

Schedule a demo today!

+1 (860) 573-4821

bkenney@testmypitch.com

Need help? Schedule a personalized one-on-one coaching session today!
Call Bill Kenney at +1 (860) 573-4821 or email at bkenney@testmypitch.com