

## Decide on your audience purpose - is it an interview? - a Pitch presentation?

An interview by you or of you? (2 way, who assumes control?) Presentation/questions (1 or 2 way)

Are you presenting to experienced potential Associates, suppliers, co-directors

Journalists with broad communication skills but perhaps less detailed knowledge of your company

Investors intent on critical appraisal with finance, risk and opportunity focal points.

### The golden nuggets

Create a lozenge circle for each benefit golden nugget item appropriate to your audience

Consider benefits based on the Audience key words

Draw 3 or 4 short line finger point facts from each benefit

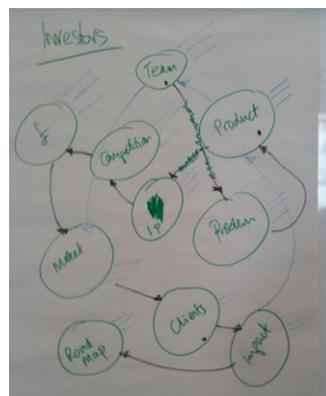
Create a story route linking each nugget.

Practice lots of routes for each audience.

Be prepared to answer questions using remembered info from nuggets and finger details.

### Brainstorm your audience keywords and facts (focus on benefits not features) Eg. Investors

Team	£ needed
Competitor	Cashflow
Market	ROI
Roadmap	Track record
Product	Team
Problem	Exit
Clients	Credibility
IP	



### Questions you are prepared to answer after the pitch

What is the business idea?

Why this idea is better than others?

What is the potential social impact?

What is your sweetest sweetspot?

What is the biggest risk to the business?

Where will you be in 5 years?

What have you already achieved?

What you need to make this happen?

### Audience key words

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ASSOCIATES/CO-DIRECTORS	JOURNALISTS	INVESTORS
Benefits	Controversy	£ needed
Mission	Headline	Cashflow
Money	Who?	Market
USP	Story	ROI
Experience	Human/social impact	Track record
Purpose	Competitors / uniqueness	Market
Skills needed	Numbers	Team
Meaning	Percentage	Exit
Honesty	Personality	Competitors
Trade record	David / Goliath	Credibility
History		
Sustainability		
Goals		

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