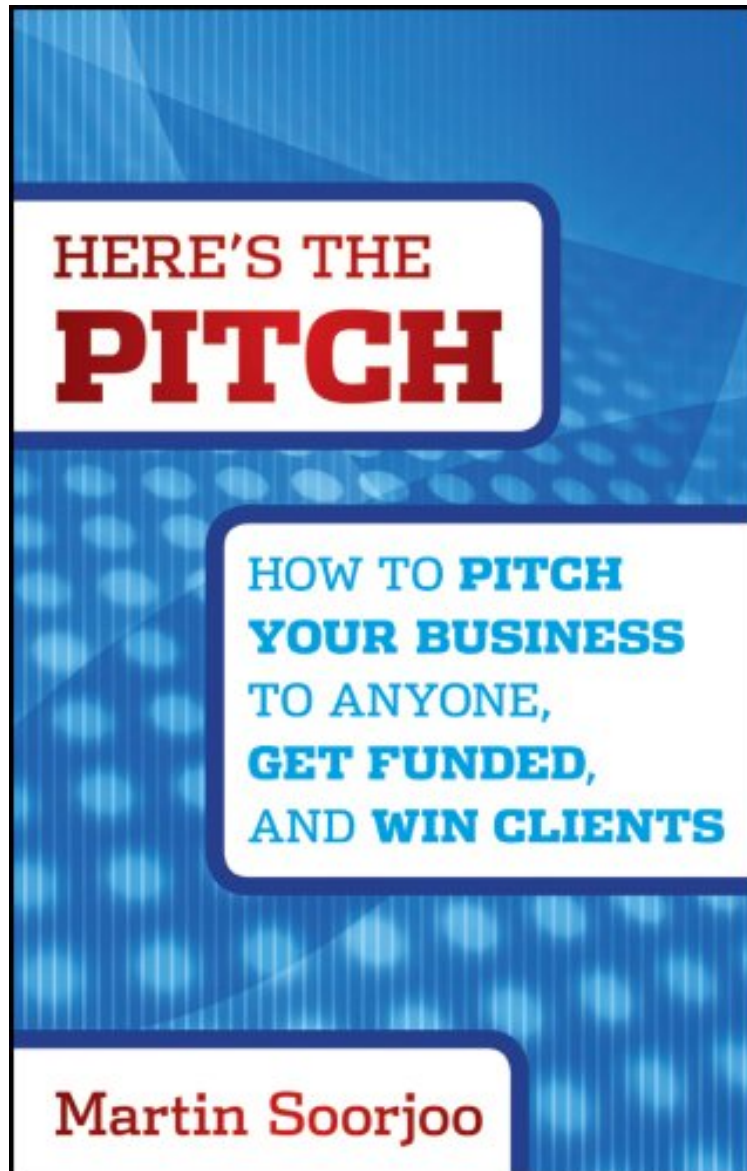


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# Here's the Pitch: How to Pitch Your Business to Anyone, Get Funded, and Win Clients

*Martin Soorjoo*

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Advice for every pitch situation a modern day entrepreneur will encounter Whether you're pitching for funding, the media, or to potential customers and partners, to survive and succeed as an entrepreneur, you have to know how to deliver a high-impact pitch. Here's the Pitch reveals powerful proven techniques to get your audience to take the action you want. You'll learn the same strategies and tactics that have been used by entrepreneurs to raise millions of dollars, secure partnerships, and win big sales contracts. Here's the Pitch provides advice for every possible pitch situation, including virtual and Web 2.0 pitches. This book: Demonstrates proven, effective pitch techniques Offers step-by-step advice for preparing your pitch Helps you develop a confident, winning mind-set Examines a range of pitch scenarios entrepreneurs frequently encounter Don't lose out on your next big sale, bid for exposure, or investment proposal for lack of skills. Here's the Pitch provides a complete toolkit that will enable you to deliver a confident, engaging, and successful pitch.

From the Inside FlapThrough his delivery of spellbinding presentations, the late Steve Jobs inspired audiences and galvanized people the world over to buy Apple products. An effective pitch has the power to make the world a better place and change an entrepreneur's life. History and modern research shows us that you can only move people to take action by reaching both their hearts and minds. Most pitches, however, are data dumps that fail to reach either. Whether you're pitching for funding, to the media, or to potential customers and partners, to survive and succeed as an entrepreneur, you have to know how to deliver a high-impact pitch. Here's the Pitch reveals powerful, proven techniques to get your audience to take the action you want. You'll learn the same strategies and tactics that have been used by entrepreneurs to raise millions of dollars, secure partnerships, and win big sales contracts. Here's the Pitch provides advice for every possible pitch scenario. You'll discover how to: Establish favorable power dynamics Engage and inspire your audience Use your body language and vocal delivery for maximum impact Become a mesmerizing storyteller Create attention-grabbing fast pitches Effectively deliver a twitpitch, e-mail pitch, and virtual and video pitches Don't lose out on your next big sale, bid for exposure, or investment proposal for lack of skills. Here's the Pitch provides a complete toolkit that will enable you to deliver a confident, engaging, and successful pitch, time after time.From the Back Cover"A comprehensive, insightful, and practical guide to pitching that all entrepreneurs must read."mdash;Symon Drake-Brockman, Managing Partner, Pemberton Capital Advisors "Martin's book is simply a must-read for entrepreneurs and investors alike. His practical and actionable advice sets this book apart from anything else I've read so far."mdash;Eyal Bino, Founder, Worldwide Investor Network (WIN) "We live in a very competitive world in which entrepreneurs have a difficult time raising capital and finding clients. Entrepreneurs need to stand out and become memorable. Martin does a great job educating entrepreneurs on the art of the pitch, which will help them achieve measurable results."mdash;Jason Jacobsohn, Director, The Founder InstituteAbout the AuthorMARTIN SOORJOO is a pitch strategist and founder of the San Franciscondash;based Investor Pitch Clinic (IPC). He coaches entrepreneurs across the United States, Canada, Europe, and India, helping them launch and raise funding. Prior to founding the IPC, Martin spent fifteen years as an attorney. He has worked with start-ups and investors, including senior investment bankers, venture capitalists, and angel investors. This experience equipped him with unique insights into the challenges start-ups face and how investors make their decisions. He is a Certified Master Practitioner of Neuro-Linguistic Programming (NLP) and expert in body language.