

# 9 KEYS TO THE PERFECT PITCH

HOW TO PRESENT YOUR  
IDEA TO INVESTORS



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ENTREPRENEUR COACH  
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## About the Author

Larry Jacobson has been giving presentations since he began his entrepreneurial life in sales. His success at giving the perfect pitch speaks for itself as he led his company to become the “darling of the industry.” His rise from salesman to CEO over 20 years is testament to his highly effective communication skills and understanding of how business works.



Jacobson’s coaching in the business world includes CEO’s, public figures, and entrepreneurs getting started. “Everybody needs public speaking coaching,” says Jacobson.

“And, when did we learn how to give a business pitch to investors? In school? No, so I have decided to improve the world’s giving and receiving of business pitches, one at a time.”



“He’s walking the talk and if you follow the 9 Keys to the Perfect Pitch, you WILL get a much better reception to your ideas. The information in this document is what potential investors and partners want to hear. Just follow the 9 steps and read and understand the example given, and you’re good to go!

Of course, there is more to giving a good pitch than just your words. Thus, follow the Do’s and Don’ts of giving presentations included here. However, there’s nothing like an honest critique by someone who has done this so many times, he knows what you need. Check out Larry’s Perfect Pitch Coaching packages [here](#). They are easily affordable and the coaching will improve your game so much, you won’t believe the difference. [Click here](#).

Now, read, study, and write your 9 steps. Imagine entering a harbor at night with unknown markings, but you can see the buoys. Just follow the 9 buoys and you’ll make it to safe waters. You’re closer than you think!



# 9 Keys to The Perfect Pitch

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Whether you're presenting your business idea to a team of shark investors or asking Uncle Louie for a small loan, what you say and how you communicate are critical to your success. Stack the deck in your favor by covering these 9 Key Elements in your presentation.

As an added bonus, by knowing these elements about your idea, your business plan is practically finished.

Write your presentation, say it aloud, record it, edit, rinse and repeat—again and again and again.

- 1. The story of how and why you created what you are presenting. What is the pain/problem you are solving? Tell us a story.**

“Many years ago, I was in downtown Oakland and saw something that scared the heck out of me. Right in front of my eyes I saw someone nearly hit by a car while crossing the street. I saw a need so I invented the crosswalk.”



**2. Solution to the problem is your product. Describe briefly how it solves the pain/problem.**

“The crosswalk is an easy to use solution to the problem of crossing the street safely. It costs the user nothing, all drivers recognize it must be obeyed, and it’s easy to install.”

**3. Success to date: Have you solved the pain/problem for customers? How many? Feedback?**

“In the last 20 years, we have installed 6 million crosswalks around the world. By doing so, we have saved over 1 million lives including children and seniors. Consumers love it! Maybe it’s not that popular with drivers, but it’s the law, so expansion looks good.”

**4. Revenue: How do you make money on the product/service? Is there any revenue yet? Will it be sustainable, recurring; do you have contracts in hand?**

“Our revenue stream is clear. We paint crosswalks and municipal governments pay us. After approximately 2 years, the paint fades and we are hired to re-paint. It’s a guaranteed repeated revenue. At the moment, we have 687,000 new contracts and are doubling that every year.”



5. **Market opportunity: Who is your target market? How will you reach them and at what cost? What is the potential for growth? What are your sales projections and profitability potential? What are the assumptions you used to calculate them? What is your proposed calendar for launch?**

“Our target market is all streets currently without crosswalks. The biggest part of this market is developing countries as they have not seen crosswalks before. The potential is 7 times that of the U.S. and growing rapidly. At a growth rate of 600% each year for the past two years, and a profit of \$97 per crosswalk, this opportunity is not to be missed.”

**6. Proprietary: Do you have a competitive advantage over other players? Is your Intellectual Property defensible and/or patentable?**

“As the inventors of the crosswalk, we hold a patent on its design and use. Additionally, we hold a patent on crosswalk paint, designed exclusively for use in crosswalks. And, 99% of city governments and 100% of state governments have made it a requirement to obey the crosswalk.”

**7. Management team: Are they experienced, driven by passion for the product? What skills and experience do they have? What skills are you in need of?**

“We invented the crosswalk on a whim, and my uncle funded the first crosswalk. He was a salesman and has done very well for us.

However, we are in need of market expansion globally and need people experienced in that field. Since I run the company on a day to day basis, I don’t have the time to do it all.”





**8. What are your funding needs? How much capital have you raised and how much are you looking for?**

“My uncle invested \$101 of his own money, and I put in the rest. In total, we have invested \$798. Our estimated expansion needs are \$250,000 to fund our worldwide dominance. We will use that money to hire a new CEO, VP of Global sales, and fund a salesforce.”

**9. Exit Strategy: Are you hoping to be acquired? Who would be interested in buying your company and why? Plan on going public?**

“We feel confident in our revenue model and believe we should build the business until we completely dominate the market. Then we might be interested in selling, but only to a buyer with good ethics. If going public is a good option for us, then we would be open, however we don’t know much about this field and would rely on our investors’ advice.”

## Do

- Be Passionate
- Be Respectful
- Be Excited yet Humble
- Be Friendly
- Make Eye Contact
- Speak clearly
- Be aware of your body language
- Be organized in your thoughts and presentation
- Fewer words are better
- Know answers to anticipated questions
- Practice, practice, practice

## Do's and Don'ts of Presentations

### Don't

- Give irrelevant information
- Look down at your shoes
- Mumble
- Ramble or go off on irrelevant tangents
- Fidget
- Interrupt; wait until a question is completed before answering
- Make false claims
- Make up answers
- Be cocky
- Wing it



Need some assistance in preparing and perfecting your pitch? You may have a great idea but presenting it is another skill entirely. Many a great idea has died painfully in its presentation to potential investors. Why not give your idea the best chance possible by learning to make a killer presentation?



Not everyone was taught how to speak well in school, which is why every successful speaker has a coach.



Larry Jacobson, a two-time TEDx presenter, motivational speaker, and presenter of hundreds of proposals in the corporate world knows how to communicate your story. More importantly, he knows how to teach these skills to you.



Many executives are good at their jobs in business but tend to “wing it” when presenting. Good speaking is an art and part of that art is how to plan what you’re going to say, and how to say it well. This includes defining your message and using storytelling to communicate that message.

From corporate executives to political candidates, Jacobson ranks at the top for teaching the skills you need.



## You'll learn to:

- Define your message
- Create your elevator pitch
- Use a story to peak listener interest
- Explain your product or service clearly and concisely
- Without judgment, Larry can help you improve your “American” language skills so you are more easily understood
- Use proper body language
- Learn to memorize your pitch with a method that works every time, even if you're nervous
- Prepare and practice for your presentation
- Work can be done in-person or online via Zoom

Check out Larry's Perfect Pitch Packages [here](#).

Email today for a no-obligation half hour appointment to discuss your needs:

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