#PitchBlack “elevator pitch” helpful tips

The pitch

The use of phrases such as ‘business pitch’, ‘elevator pitch’ and ‘video pitch’ have grown in popularity in recent months. The aim is to describe your existing business or business idea with the intention of acquiring customers or securing funding.

The 3 whys

What is your driving force? Knowing these help you connect on a personal level with your target.

1) Why here?
2) Why now?
3) Why you?

Tell a story

This is likely your only chance to sell to your target (as-in, any given target is highly impressionable on first exposure, so be ready). Keep the basics of telling a narrative in mind. As you flesh out the specifics, be sure to mention key points: central issues your customer or target faces, what you can do about those things, and what makes you valuable or unique. Think about how you compete among the entire marketplace, not just for Black consumers. Give your target a reason to consider you above anyone or anything else regardless of race.

Final tip

Know your customer or target. Wither it be their name, or why they personally (or broadly in the case of a specific target audience). Treat them like you knew them before they knew you. Warm and friendly wins. Don’t get caught off guard coming in cold, you’ll be frozen out of a deal.