Wrap-up | *The three Ps of Pitching*

Prepare

Try to collect as much information as possible on your counter-part. If you invite someone over to dinner, you ask for their preferences, right?

Practice

Pitch all the time, anytime, in front of anyone til it turns into something natural. Get there doing it by yourself, in front of a mirror, self-recorded and to others

Persuade

You focus on your counter-part, not on the content. Be driven by their reactions

Bonus | Be Brief!