



#YALILEARNS



**YALILearns Session
Facilitation Guide**

**PERFECTING YOUR
PITCH**

Your Guide to Facilitating a Session on Perfecting Your Pitch

This guide will help you lead a session on starting and running a business through the YALI Network Video Vignette Series, "[Perfecting Your Pitch](#)." This guide is designed to help your audience understand how to develop a business pitch and make it stand out from others.

Total Time: 85 Minutes

Introduce Yourself (5 Minutes)

- Thank your participants for coming and introduce yourself. Be sure to mention that you are an interested YALI Network member who wants to help business owners become successful entrepreneurs.
 - Briefly share a little bit about your business or why you're interested in entrepreneurship.
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Icebreaker (10 Minutes)

- Ask each participant to share their name and their current business or business idea. Remind participants to keep their responses to 30 seconds or less.
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Watch Video One: [Telling Your Entrepreneurial Story](#) (2 minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- Consider all of the times you, as an entrepreneur, have had to "pitch" your business. Are there certain themes, topics, or words that you always include? Have you considered making any tweaks or revisions to your pitch?
 - Does your business pitch have a clear message and demonstrate both its value and eventual objective? If not, how would you go about incorporating this?
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Watch Video Two: [What is a Pitch?](#) (3 Minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- If you were to create an elevator pitch on the spot for your business or idea, what would you say?
- What would you do to develop your elevator pitch into one better suited for business negotiations?



Watch Video Three: The Importance of Persuasive Language (2 Minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- As you develop and refine your pitch, are there certain words you could add that would create a larger emphasis or are more effective? Do you think your pitch is easy for an outsider to understand? Is the language persuasive enough that it will potentially spark interest?

Watch Video Four: Telling Your Story Visually (3 Minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- How could you use visual effects to help create a more professional pitch and convey your brand identity?
- Consider your digital footprint. How is your brand represented on your website, social media, or advertisements? Does it all look coherent and professional, with correct spelling and grammar? Did you have someone proofread these digital elements before publication?

Watch Video Five: Understanding Your Audience (3 Minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- How could you show or convince a potential customer that your business is reliable, dependable, and trustworthy?
- Have you considered the more economic-oriented and logistical pitch needed to present to potential investors? Do you emphasize the market opportunity and financial predictions? How could you improve this aspect of your pitch?

Wrapup (5 minutes)

- Thank participants for attending and briefly restate the importance of understanding the various ways to work toward a pitch that effectively and efficiently summarizes your business as a developing entrepreneur.
- Encourage participants to sign up for the YALI Network at yali.state.gov.

