

# Pitch Like a PRO



Want to become a pro at pitching your idea but not sure if you have what it takes? Don't worry, young entrepreneur! We've got you covered. We've gathered top tips to help you make a great first impression and keep customers coming back. So whether you're selling, interviewing for a job, or meeting new customers, you'll be sure to shine bright and impress everyone you meet!

## First Impression

What's inside counts most, but if we're not well put together on the outside, our passion and message may not come across clearly. Our appearance should convey responsibility and show that we value our interaction with customers. Before your next meeting, consider these questions:

- Does my outfit look neat and ready for what I'm doing?
- Am I wearing clothes suitable for where I'm going?
- Are my clothes smooth and not wrinkled?
- Is my hair tidy?
- Did I brush my teeth?
- Is there anything on my face that shouldn't be there?

## Communication is Key

Talking to grown-ups or customers might seem scary, but remember, you're a Biz Wiz Kid! You're not just any old kid you're a KidPrenuer. People will like hearing about your idea. Here are some tips to help you talk to them:

1. **Give a firm handshake.** It shows you're confident and happy to meet them.
2. **Look them straight in the eyes!** It shows you're trustworthy.
3. **Smile!** When you're excited, they'll be excited too.
4. **Listen.** Everyone likes to be listened to. Ask about them, then adjust your talk to fit what they need.
5. **Practice.** Practice saying your talk or intro. The more you practice, the more confident you'll feel.
6. **Don't use filler words like "um" or "like."** The more you practice, the less you'll use them.
7. **Be quick.** Keep your talk short and sweet. People lose interest if you talk too long.
8. **Say thank you.** Thank them for their time and smile when you leave.

## Always Follow Through

If you want to keep customers happy and have them tell others how awesome you are, you need to show that you're reliable. That means doing what you say you'll do and being there when you're supposed to. If there's a problem with your product, fix it fast and fairly.

- Verify things before the deadline
- Always be on time
- Do what you say you were going to do (even if it's inconvenient)
- Deal with product complaints quickly and fairly

When you're good at following through, customers will trust you more and tell their friends about you. It's like free advertising! Just make sure you keep your promises and handle things professionally. It's called "word-of-mouth" marketing and the best part is it's free! You just have to show good follow-through.

You're all set, Kid!

Now go impress everyone with your fantastic first impression. Don't forget to smile!



Got a brilliant idea brewing? Head over to our website to learn all about our pitch challenge and sign up for updates. Don't miss out on what's coming next!

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