



*An Original "Shark" from the hit TV Show Shark Tank
Kevin Harrington presents...*

10 STEPS TO THE PERFECT PITCH!

Get the Investment Capital Your
Entrepreneurial Dream Deserves



KH Kevin
Harrington


ORIGINAL SHARK
from the hit series SHARK TANK

Dear Potential Millionaire:

Yes, I'm talking to you. Kevin Harrington here.

I believe you have greatness within you—your idea, product, or service could do a lot of good for a lot of people. But simply having an idea or a dream doesn't mean you'll get the funding you need to bring it to life.

As the inventor of the infomercial, I helped make “But wait...There's more!” part of our cultural history. My entrepreneurial savvy earned me a spot as an original shark on the ABC and CNBC mega-hit show *Shark Tank*.

Bottom line: I've been pitched on well over 50,000 investment deals. I've actually funded around 500 of those, or less than 1%. And just that one percent has generated over **\$5 billion** in global sales!

Your chances of getting on the show or getting the funding you need from me or any investor are pretty slim—if you're not fully prepared to make the Perfect Pitch. You've got to be **locked and loaded** with answers to any questions an investor “Shark” might throw at you.

The good news is that over the years I've learned a thing or two about how to make the best pitch. By following these 10 steps, you can catapult your chances of getting your deal funded into the stratosphere.

In fact, if you nail all ten of these “insider secrets,” and your product or service is truly good, your success is all but guaranteed.

But even then, the Perfect Pitch is only the beginning. Even with the Perfect Pitch, there is **no guarantee** of your leaving the meeting with cash in hand (or headed to your bank account).

So let's start at the beginning...

Your Perfect Pitch always starts with one thing in mind...

What Do You Want Your Pitch To Do?

Simple. Convince an investor to partner with you on a deal. But remember, contrary to some folks' opinions... *investor sharks are humans too!*

That means you not only have to be totally prepared with all your metrics and other business-related matters, but your Perfect Pitch must also be loaded with real-world, bona-fide *benefits* of the product or service.

And true *passion* for your vision!

The entire pitch process could be summed up in 3 big-picture phases. I've used these three steps repeatedly to 100X my own success. They give an overview of the pitch and— for that matter—any selling process.

1. Tease 2. Please 3. Seize

The initial “Tease” step contains “The Hook”—where you “plant the seed” of interest in your deal.

You reveal the problem your product or service solves, or present the Big Idea of why your product or service is the best thing since sliced bread.

In the next “Please” phase, you demonstrate how your product or service will totally solve the problem revealed in the “Tease” step... preferably in the most efficient, elegant or cost-effective manner and better than any other product or service in the marketplace.

Finally, in the “Seize” phase, you “go for the kill”—you ask for the order or, in this case, the funding you want.

Every successful deal ever done has these three phases, bar none.

OK, now let's drill down into the heart of this report... the 10 Steps to the Perfect Pitch. Here they are...

1. The Tease:

As I stated above, the “Tease” step is where you “set the hook,” planting the seed to get the Shark’s attention in the first place. You reveal the problem and demonstrate it as graphically as you can—a little showmanship is valuable here. You also want to set the pace for the rest of your presentation.

2. The Please:

The “Please” step is where you demonstrate how your product or service will completely solve the problem presented in the “Tease” step, preferably in the most efficient, elegant, or cost-effective manner, and better than any other solution in the marketplace.

You should cover as many features and benefits of your product as possible. In fact, if you can successfully demonstrate a **Magical Transformation**—a huge “WOW” factor of your product—then you could be off to the races. Show, don’t just tell.

3. Demonstration / Multi-functionality

Is your product demonstrable? If so, show it here. A powerful demonstration is one of—if not THE—key to a successful presentation. You should be practiced until you can do it in your sleep.

Showing multi-functionality of your product will give you massive bonus points, as well. So, if your product serves several functions, be sure to showcase each one of them.

4) But Wait... There’s More!

If you’ve watched any well-done infomercial or other professional sales pitch, you’ve probably heard the expression, “**But wait... there’s more!**” There’s a reason for that.

At some point in your presentation, you’ve revealed and demonstrated a **mountain** of evidence and proof for your product in the form of features and benefits. If you’ve presented properly, you’ve already at least half-way convinced your investor that your product or service is simply a “no-brainer” to fund.

But you can seal the deal by taking it over the top with “But wait... there’s more!” and then proceed to explain even *more* benefits or reasons why the Shark would be a **fool** not to go in with you on your deal!

It works in infomercials, and it will work in *Shark Tank*-like presentations, as well.

5. Testimonials

I can't think of anything that could better provide "social proof" for your product or service than **third-party testimonials**. After all, you can sing the praises of your own product until you're blue in the face, provide rock-solid proof via demonstration that your product is the best thing since sliced bread, but there's still a chance you won't be believed.

Enter... testimonials. Powerful third-party testimonials could be "just what the doctor ordered" to sway a reluctant investor over to your side.

So what type of testimonials should you try to get and make part of your Perfect Pitch? Here are my favorites:

1. **Consumer:** These testimonials are from actual users or consumers of your product or service. And they are some of the most persuasive. This is not just you singing the praises of your product, but actual users of your product or service who have experienced beneficial results and are happy to talk about them.
2. **Celebrity:** Let's face it. Everyone loves celebrities. And even though they may have never used your product or service, or even know who you are... celebrities cause sales to happen. Very powerful!
3. **Editorial:** If you can cite articles or expert quotes from medical journals, trade publications, prestigious magazines and newspapers, etc. backing up the ideas behind your product or service, then that can help your case, as well.
4. **Professional:** Very powerful endorsements from leading professionals in your industry on the efficacy of your product or service can be highly persuasive.
5. **Clinical:** Finally, any documentation you can present that comes from a legitimate, highly-respected product testing lab – facts, figures, and other data that support the claims you're making about your product or service – can put you in good stead with your Shark.

NOTE: The first two types of testimonials—Consumer and Celebrity play to the emotional sides of our brains. The latter—Professional and Clinical—focus on the logical side. The Editorial testimonials combine both. You need all of the above to make a strong pitch.

Testimonials are indeed highly persuasive tools that can easily make your Perfect Pitch irresistible. Use them wisely and often in your presentation.

6. Research and Competitive Analysis

Any self-respecting investor will want to see that you've done your research— on your product or service itself, the industry, your target market (size, demographics, psychographics, etc.), your competition, etc. The more data—facts, figures, and statistics—you can present in your Perfect Pitch, the better.

Investors also want to understand the complete background of your product or service—how it came to be, what made you decide to go “all in” on your ideas, how much are you personally involved (both financially and psychologically) and so forth.

They will also want to know without a doubt why your product or service is **unique**—how **it alone** solves a particular problem better than any other solution in the current marketplace.

7. Your Dream Team

This step is where a lot of wanna-be entrepreneurs seeking funding drop the ball and lose the joint venture deal. Most investors are not interested in “small ball” deals. He or she is looking way ahead to forecast how your product or service can scale into millions of dollars of sales and revenue.

Therefore, you must have your team in place—or have at least **thought about it**—well before making your Perfect Pitch.

Your team consists of a board of directors and/or advisers that can help you scale your business into the stratosphere if need be. You need to explain how you are going to cover operations, shipping, customer support, legal issues, accounting— basically any function that will be needed in case your product or service explodes in the marketplace.

And you simply can't do it all alone.

Every business must be prepared for the worst and have an action plan if things go south—the economy tanks, a huge competitor comes in and tries to take out your business, etc.

But you also must be prepared for the **best case scenario**—what if your business takes the market by storm? You could be faced with massive growth or bankruptcy if you're not prepared.

A well-defined Adviser and Operations Team must be either planned or in place to take care of either one of these scenarios. So be prepared for that situation in your Perfect Pitch.

8. Why Do You Need the Money?

This step is fairly self-explanatory but a lot of entrepreneurs miss it. How exactly you are going to use the proceeds if advanced to you? Why are you raising capital? Is it to expand operations? Invest in more inventory? Hire staff to build the business? Buy new operations machinery? All of the above?

Investors need to know where the money will be going and to make sure it's used wisely. And also that there's a concrete plan to pay it back!

9. Marketing Plan

This is another crucial step that lots of entrepreneurs forget about, or don't do a good job preparing. A marketing plan goes along with an investor's desire to see how his or her money will be utilized.

How are you going to get the word out about your product or service? How are you going to generate "buzz"? What's your plan for distributing your product or service to the world? Any investor will need a full understanding of how that will work.

One caveat here... a marketing plan is **vastly different** from a business plan. A typical business plan (not the ones I suggest) has overly-rosy projections for the next five years or longer. Remember... investors are real-world entrepreneurs themselves. They know that events in any marketplace can change at any minute, much less in the next five years or more!

So, they are much more interested in how you plan to market your product or service than in any ivory-tower growth and revenue projections that are mostly pulled from thin air.

10. The Seize—Get the Money!

At this point it's time to "go for the kill." You've presented your case like the highest-paid lawyer on Wall Street. You've removed all doubts that any sane investor might have at this point about funding your deal.

If you're on *Shark Tank*, at least one of the Sharks is foaming at the mouth to partner with you on your deal.

So now it's time for the "Seize" phase of your Perfect Pitch—ASK FOR WHAT YOU WANT!

Present the final Call to Action that—once presented—should have Sharks fighting tooth and nail over your deal.

A BONUS SECRET!

I almost decided against including this Bonus Secret here because it's so powerful and persuasive, it could really give you an unfair advantage over everyone else.

It could virtually seal your deal, no further questions asked. It could blow away any of your competition vying for the Shark's attention and funding. You would position yourself head and shoulders above any other candidate.

So, if you want to get an investor shark worked up into even a frenzy to fund your deal, here's what to do...

Add an **"accelerated payback"** option to your proposal.

What's an "accelerated payback"?

It basically means what it sounds like—an even faster way for an investor to get his or her money back after funding your deal.

Investors hear a ton of pitches (I KNOW I do!). You really need something different... something really personally valuable to "smack them upside the head" and increase their interest in funding your deal.

The accelerated payback will do exactly that.

If you watch *Shark Tank*, you'll see most of the contestants making the same lame mistake over and over again. They simply offer the Sharks a percentage stake in their company for a set amount of funds, say a 10% equity stake in their company for \$200,000.

But here's the deal...

You Can't Spend Equity!

The Shark has to hope that the funded company will generate huge revenues that the Shark can then get a piece of—in this case, 10%.

But what if the company doesn't generate those revenues, even with the Shark's expertise and assistance? (Hey, it DOES happen from time to time!)

In this case, the Shark is always the last one to get paid.

While the company owner(s) and employees are drawing salaries, bonuses, etc. and living just fine, the Shark is left out in the cold if the company is not generating revenues above and beyond expenses.

And if the company never makes **any** revenues, the Shark may have to wait until the company is sold or liquidated to get any worthwhile money back at all. Obviously, this is not a good position for a Shark to be in. In fact, Sharks **detest** this position!

And that's why your investor might counter-offer with something like this: "I'll give you your \$200,000, but I want one dollar for every unit sold until I get my money back, and THEN I get the 10% equity as a kicker!"

That's a great example of accelerated payback. Sharks LOVE it!

So if you really want to impress a Shark, make an accelerated payback option part of your pitch up front. You may actually **shock** a Shark into doing your deal!

So there you have it: **10 Steps to the Perfect Pitch!** (plus the ultra-valuable Bonus Secret that **in and of itself** could make you a millionaire).

You now have the real-world, insider secrets of what it takes to be successful on *Shark Tank* or how to get your deal funded with any angel investor or venture capitalist.

In this digital era where almost anything is possible—quickly— there's just no excuse for any entrepreneur not to just "go for it"—to **finally** take action to achieve your lifelong dreams.

Your dreams deserve to come true.

Yes, the American Dream is alive and well! Shark Tank proves it... And now you can prove it for yourself. Hope to talk with you again real soon!

Happy Shark Hunting,

A handwritten signature in black ink that reads "Kevin Harrington". The signature is written in a cursive, flowing style.



About Kevin Harrington

Kevin Harrington is an original shark from the hit TV show *Shark Tank* and a successful entrepreneur for more than forty years. He's the co-founding board member of the Entrepreneurs' Organization and co-founder of the Electronic Retailing Association. He also invented the infomercial. He helped make "But wait... There's more!" part of our cultural history. He's one of the pioneers behind the As Seen on TV brand, has heard more than 50,000 pitches, and launched more than 500 products generating more than \$5 Billion in global sales. Twenty of his companies have generated more than \$100 million in revenue each. He's also the founder of the *Secrets of Closing the Sale Master Class* inspired by the Master of sales—Zig Ziglar. He's the author of several bestselling books including *Act Now: How I Turn Ideas into Million Dollar Products*, *Key Person of Influence*, and *Put a Shark in Your Tank*.