

HOW TO SERVE THE CAKE

NUKIGA

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INTRO

No one becomes a master at anything overnight

- it takes practise!

However, Louises tips and top trick

will help you on your way to delivering a killer pitch.



#1

Keep eye contact with your listeners

#2

Keep practicing!

#3

Know your listeners and adjust your pitch accordingly

**“YOU ONLY HAVE
10 SECONDS TO
GET SOMEONE’S
ATTENTION IN
REAL LIFE. ONLINE
IT IS MORE LIKE
5 SECONDS”**

TOP TRICK

Wiggle your toes



Louise's top trick - **WIGGLE YOUR TOES!**

It is quite normal to be nervous when standing in front of an audience. It is even more normal to be nervous if you are pitching for something as important as investments in your company.

One of the symptoms of being nervous is shortness of breath, which in turn can make it difficult to speak clearly.

None of this is any good when you are pitching. Here is how you get rid of the symptom - **WIGGLE YOUR TOES!**

Our brains are capable of doing many things, but they can only focus on one thing at the time. Therefore, if you wiggle your toes while speaking, your brain will "forget" that you are nervous and the shortness of breath will disappear. Voila! You can now speak freely again

TIP #1

Keep eye contact with your listeners.

*By looking someone in the eyes, you show that
you are confident and trustworthy.*

At the same time you make them feel seen and safe.



The main purpose of pitching is to leave your listeners wanting more. To do this, you need to act and talk to them as if you were having a conversation with them.

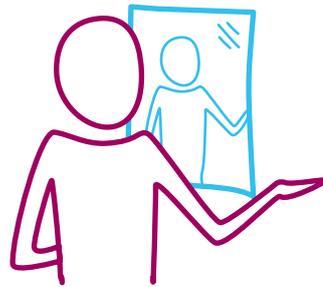
It might seem counter intuitive but you actually have to focus more on **BEING INTERESTED** in them and what goes on in their lives, than on being interesting yourself.

The more convincing you can be in showing them that you know them and how you will make their lives better, the better your chances of getting a good result from the pitch will be.

Always remember; you're talking to **PEOPLE**, NOT wallets or bank boxes!

TIP #2

Keep practicing! No matter how good a speaker you are, if you are pitching something for the first time, you will always become more confident and convincing if you practise your pitch. The more times you say your pitch out loud, the better it will become.



PRACTICE IN FRONT OF A MIRROR.

Just saying the words out loud will allow you to make corrections. And the more times you say them, the better you will remember them and the easier it will become.

RECORD YOURSELF AND LISTEN TO YOUR PITCH.

You will be surprised how many things you are able to pick up about both your content and the way you deliver it just by listening to yourself.

FILM YOURSELF AND WATCH YOUR PITCH.

This will allow you to correct your content, your verbal delivery, and your body language.

Keep an eye out for moving hands, eye contact, fidgeting, stiffness etc. - is it too much or too little?

PITCH IN FRONT OF AN AUDIENCE.

Ask them to give you feedback afterwards. If people do not respond, something is missing. By testing your pitch before performing it, you have the chance to correct it.

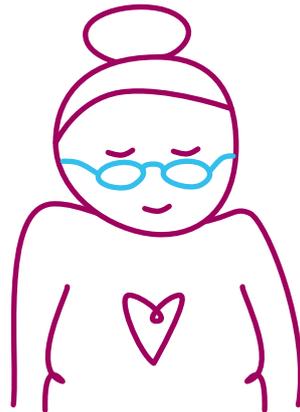
As the saying goes **"PRACTISE MAKES PERFECT!"** You do not have to be perfect but you do have to be good enough to persuade your audience to follow your call to action!

TIP #3

Know your listeners and adjust your pitch accordingly.

The most important ingredient in the filling of the cake is to make your pitch relevant to your listeners.

Ask yourself what they really want and show them how your solution will give it to them.



DON'T USE THE SAME PITCH FOR EVERYONE

The basic information about you and your business will always be the same, but you need to find different ways of describing your potential, showing the value creation and delivering your message depending on who you are pitching to.

You can practise this by preparing the pitch for your grandmother, your local business community or a group of investors.

Using the [persona tool](#) or choosing



PERSONA TOOL

PERSONA EXAMPLE

| | | |
|--|--|-----------------------------|
|  | <p>Name</p> <p>TESS</p> | <p>Age</p> <p>32</p> |
| | <p>Occupation</p> <p>ENTREPRENEUR</p> | |
| <p>Description</p> <p>TESS IS AN ENTREPRENEUR AND COMMUNITY BUILDER. SHE ENJOYS EXPLORING PROBLEMS WHERE THERE IS NO EASY ANSWER. SHE DESCRIBES HERSELF AS TENACIOUS AND IMAGINATIVE.</p> | <p>Nationality</p> <p>GREENLANDIC</p> | |
| <p>Photos</p>  | <p>Marital status</p> <p>-</p> | |
| | <p>Quote</p> <p>WHY NOT?... LET'S GO FOR IT."</p> | |
| | <p>Key attributes</p> <ul style="list-style-type: none"> · CREATE MEANING AND POSITIVE CHANGE IN MY COMMUNITY. · DEVELOP A TOOL THAT IMPROVES ACCESS TO EVERYDAY SERVICES LIKE FINANCIAL SERVICES, HEALTHCARE AND EDUCATION. | |
| <p>What she expects of our company</p> <ul style="list-style-type: none"> · THAT OUR SOFTWARE IS INTUITIVE. · THAT WE ARE CONSTANTLY CREATING NEW TOOLS FOR UNDERSTANDING CUSTOMER EXPERIENCE. | | |

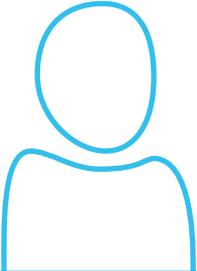
Describing your customer segment as a person will make it easier to communicate with them.

Use the persona tool to “get to know” the whole person including

his/her lifestyle, preferences, and key attributes. The clearer and more detailed a persona you create, the more nuances you have to play on when pitching.

PERSONA TOOL

Now create a persona that fits your customer segment

| | |
|---|---|
|  | Name Age |
| | Occupation |
| Description | Nationality |
| | Marital status |
| Photos | Quote |
| | Key attributes |
| | What she expects of our company |

WANT TO KNOW MORE?



If you get stuck, you are always welcome to ask questions in the community. And remember to answer other members' questions as well!

No one should do things alone! Remember to reach out. There is always someone who has had the same experience and who is ready to help.

Many people have said and written wise words about the art of pitching. If you are curious and want to dig deeper, there are links to books, TEDtalks and online resources in the [NUKIGA Library](#).



Finally, don't hesitate to contact us at academy@nukiga.dk if you have anything you want to share :)

TOGETHER WE ARE STRONGER, WISER AND RICHER!