

# Building Your Brand Pitch for Success

Your pitch is the first impression of your product and brand when you are presenting to any kind of audience. Set yourself and brand up for success with these key tips and elements:

Before you begin to write your pitch and deck, here are some key points to consider:

- Understand what your brand personality is. Think about how you will let your brand's personality shine in the design of the deck and the energy of your pitch!
- Your pitch deck is all about the quality and not the quantity. Keep the number of slides to a minimum that still helps you showcase your product, your brand achievements, and goals.

## Intro

Make sure your introductory slides touch on these key points:

- **Introduce yourself and the company:** Who are you, what you do at the company, and the one-line pitch to describe your product or service.
- **Establish credibility:** Share what makes you qualified and credible to build your product and your brand—this can include your education, personal and professional experience.
- **Frame up the problem you're solving:** Illustrate the gap you are closing, identify who is being served, and how bad the problem is without your product.

## Product

This is your time to shine and really talk about what you sell:

- **What** is your product? Keep it close by for the opportunity to show it or include high resolution photos in your pitch deck.
- **Who** is your target consumer and **why**?
- What **claims** do you have for your product?
- Describe why your product is **different**.

## Business

**Market, Growth, Team, Press/Media, Community, and Channel Management** are the 6 parts of your business you could talk about. Make sure you choose the topics that are going to make your business shine. This is the time you'll want to showcase your growth, your customer love, any press, or media you've been in, but most importantly highlight the goals you'd like to achieve in the next few years.

## Wrap Up

Make this part **unforgettable** and include a **call to action** to really engage and make a mark with your audience. It's important to end your pitch with the same energy you had at the very beginning.

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