
THE 10 PRINCIPLES, QUALITIES & SKILLS ENTREPRENEURS NEED TO BRING INTO THE DEN WHEN MAKING A PITCH

1. THOUGHT LEADERSHIP:

- In one sentence, write down what you want to be known for... what thought leadership you want to have. What will people remember about you after they meet you? Take 30 seconds now.

I want to be the leading authority on _____.

- Speak to 10 people and ask them *“What do you think of when you think of me? What am I known for?”*

Talk to friends, coworkers, suppliers, family, anyone you know and listen more than you talk. Then make note of what they say. Do this with at least 10 people and compare that to what you wrote down above.

2. BUSINESS MODEL MINDSET

- Write down one source of revenue that you have failed to pursue. Think of something that has been gnawing at you for a while that you simply haven't acted on. E.g. a new service, a new type of deal, productization of something you do.

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- List the roadblocks that have kept you from pursuing that one idea and find someone who can help you get around those roadblocks.
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3. VISIONARY LEADERSHIP

- Create a leading statement.**

In 3 Years I will be the leading _____.

- Now create a metaphorical statement.**

For example, "We are the KickStarter of real estate development projects..."

We are the _____ of _____.

4. DISRUPTIVE MINDSET

- Think about one thing you hate about how things are done in your industry.** Identify a problem, a pain point, something completely annoying that a large number of people hate about the way things work in your industry.

- Get together with creative people who challenge you and sketch out a new operating model for your business.** For example, think of how Uber has changed the operating model of the taxi business.

5. OUTCOME ORIENTATION

- Think about the last potential deal you had that fell through, the last sale you didn't make, the last project goal you didn't achieve.** What could you have done differently to have created a different result?

- Identify an accountability partner.... someone other than your accountant who can speak with you weekly about you what have achieved over the last 7 days.**

6. SENSE OF URGENCY

- Why do you do what you do? What do you enjoy about the business you are in?** What part of your weekly routine do you enjoy the most?

- If you don't achieve your financial goals next year, how will your life be negatively affected?**

7. BEGINNER'S MINDSET

- What is your greatest weakness? Think about the last 2-3 deals that didn't work out for you... the last 3 sales you didn't get... the last 3 projects you didn't complete.** What cost you those deals... those sales... those projects?

- What new skill can you learn so that you never make the same mistake again?**

8. RESOURCEFULNESS

- Consider the resources you have. What cost in your business right now is currently a waste?**

- What unorthodox change can you make to get more out of that wasted resource?**

9. NETWORKING

- Think of a business relationship that you have right now, that isn't generating any returns.**

- Are you a resource to them, but they are not giving back? Or vice versa? Is it a one sided relationship? If so, what can you do to improve the relationship?**

10. PASSION

- What series of events lead you to work in your industry? Why did you get into this business in the first place?**

- What company from the past or the present, do you most admire? How is that company a role model for you?**
