

## PITCH MARKETING CHECKLIST

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Based on our experience, the businesses that successfully raise finance on Crowdsphere implemented all of the recommendations below. Whilst we can't guarantee that ticking off each item will ensure you reach your target, doing so will increase your chance of success!

- Line up at least 10 initial investors for the day you go live to build momentum, attract interest and validate your business idea.
- Prepare tailored emails to send out to your contacts, networks, friends and family explaining your pitch and signposting them to Crowdsphere. Consider speaking to customers, suppliers and any key stakeholders, and even if they can't invest ask them to share the pitch with their networks too.
- Speak to angel investors and angel networks to try and secure investment - an influx of capital is the best way to attract interest and validate your Crowdsphere pitch. Don't be afraid to use direct language when asking them to invest either. After all, you're not asking for charity – it's a business transaction.
- Contact local, regional, national and trade media, including bloggers, to write about your story. Make it easy for them by drafting a press release they can use to help the news spread.
- Draw up a social media marketing plan and share your Crowdsphere pitch link regularly on Facebook, LinkedIn, Twitter etc. Ask your friends, family and contacts to share these updates to spread your reach, and consider using a URL shortener (Bit.ly or TinyURL.com) to make this easier and traceable.
- Tap local and distributional networks with promotional literature – flyers in local shops and marketing on your products, for example – to meet your client base and give them an opportunity to invest.
- Add a link to your Crowdsphere pitch to the bottom of your email signature and embed your pitch widget onto your website. If you don't know how to do this, ask us for help!
- Organise a campaign launch event inviting all your contacts to publicise your fundraising goals, meet potential investors, showcase your products and articulate your vision. We can help market this to our investor database so be sure to think about the location, timing and audience.
- Send a Dashboard update at least twice a week to keep investors and followers informed of developments. Make sure to also regularly use the Q&A section of your pitch to maintain a buzz by starting threads that encourage questions. Ensure it stays up to date – investors read it!
- Set up a Crowdsphere Webinar to explain your business, demonstrate your qualities and help remove any obstacles to investment that intrigued investors may have.