



8 KEY TIPS FOR A GREAT SHARK TANK PITCH

1. Stay cool! This opportunity is your dream, so relax, let your passion show, and enjoy the ride!
2. Do your homework! Be ready for a negotiation strategy.
3. Know your sales to date, the projected year ahead, and your anticipated profit.
4. Make your presentation dynamically visual and interactive.
5. Know your stuff and let your business-savvy show!
6. Tell your unique and compelling story.
7. Do your pitch several times before a group of people.
8. Perhaps the most important tip — PRACTICE, PRACTICE, PRACTICE! A perfect pitch comes when you are fully prepared and sell your idea as if your life depended upon it. After all, you will be swimming in a pool of Sharks!