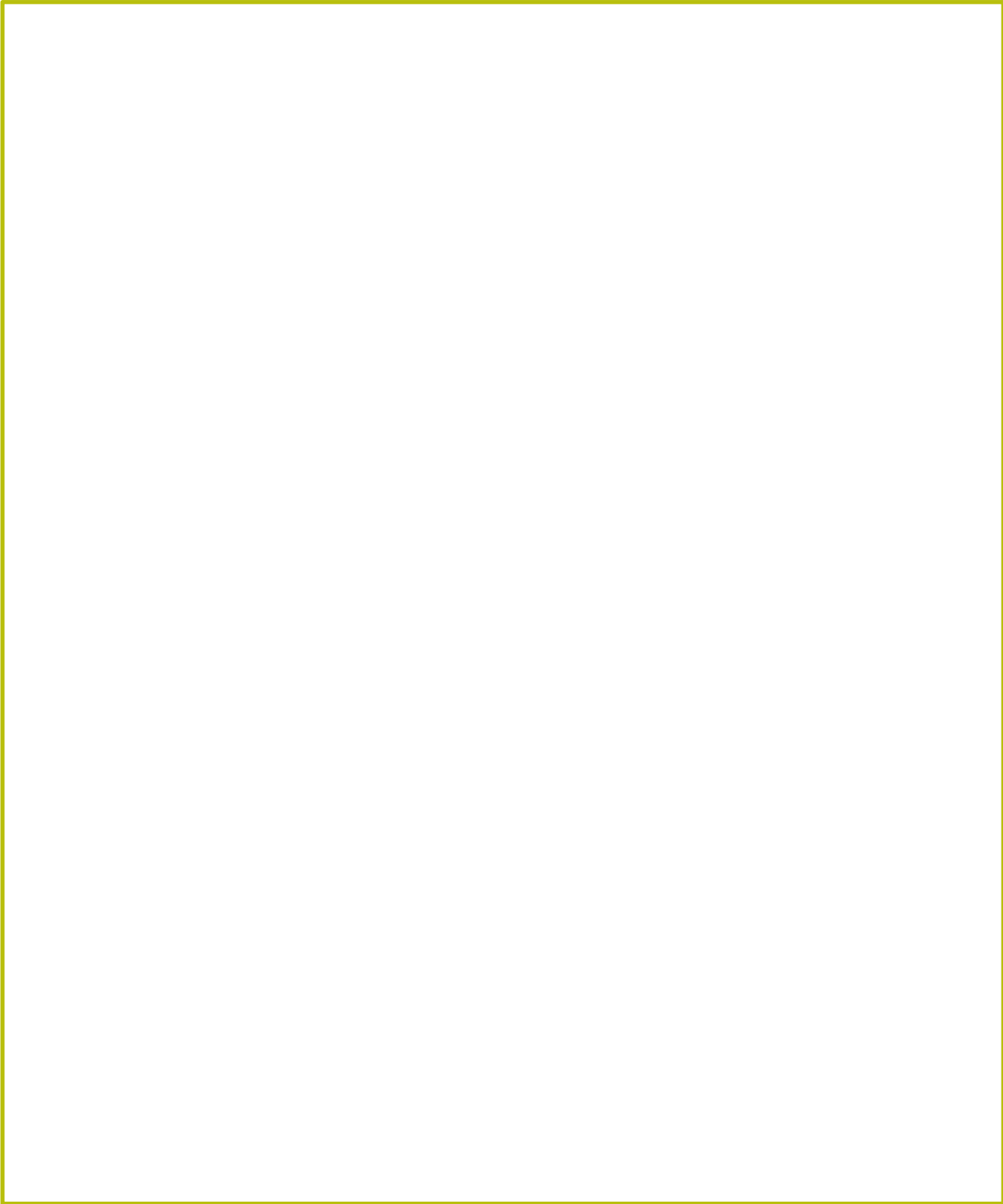


Product / Service - What would it look like?

Use the space below to design your product, labeling any special features or materials you will use.

If your business is not selling things, then why draw an advert or a poster for your business.



STEP 4 – PITCH IT!

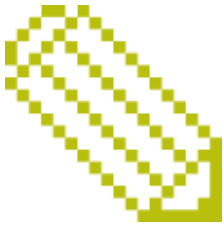
Writing your Sales Pitch

It is important to be able to say what your business would do.

A great way to do this is a sales pitch – imagine that you are trying to get people to give your business money to sell our product or service. *This is also known as investing – look at the word guide to get the full meaning and an example.*

Use the box below to plan out your sales pitch, some good things to talk about include:

1. What your business would sell and why?
2. Why people would buy it?
3. Add something you found out in the market research
4. How much profit you would make? *Profit is the difference between the money you make and the money you spend e.g. if you make a cake and the ingredients cost £2 and then you sell the cake for £3, the profit will be £1.*



Sales pitch:

Now you have your plan, use the next 2 pages to write out your sales pitch.

Make it creative, fun and attention grabbing!



PRESENT YOUR PITCH TO SOMEONE IN YOUR HOUSE!

Here are some great presentation tips to think about:

1. Speak clearly

Don't speak too quickly and pronounce your words

2. Keep it simple and short

Short messages are easier to remember

3. Stand still

It can be distracting if you move around too much

4. Look at your audience when speaking to them

You can use notes but try not to read them off the paper if you can

Eye contact makes you look confident too

5. Practice what you are going to say

It will make it sound professional

6. Make it fun!

If you look like you're having fun, then your audience will be too



CONGRATULATIONS

you have completed Fiver from Home

Use the checklist to tick off the activities and if you have completed them all add your name to the certificate!