

**Worksheet #17 – Your “Business Pitch”**

Being able to tell people about yourself and your business in a professional manner is crucial when you are networking and meeting people for the first time. Having this short "business pitch" prepared and memorized can ease your nervousness and increase the quality of your first impression.

In the space below, write out your "business pitch." Keep it short and to the point, between 15 and 30 seconds in length. After you've written your pitch, practise it on other members of the class, your friends and your family.

**My “Business Pitch”**

*When completed, add to the Marketing Section of your business plan.*