

## How To Write A Pitch Deck

Pitch decks are all about raising capital for businesses

What is raising capital? Getting an investor to invest in the company.

Whether you're getting started with the businesses, or in the middle stages and want to scale, a raise in capital will help the company.

How do you attract investors?

In the landing page, in addition to the CTA that speaks to customers, which usually asks them to convert, either by subscribing to a newsletter or buying a product.

There needs to be a CTA inviting investors to talk to the owner/founder about investing.

But

As an investor, you need to have a pitch deck.

Pitch deck = Basically a PowerPoint presentation, you go through it step by step. You talk about key points an investor cares about. Why is the company good? why should I invest in the company?

This has a very high ROI (Return On Investment), if you have a good pitch deck, you'll get a lot of money, a bad pitch deck will get no money.

What is the copy for a pitch deck?

Psychology is very important. In the lesson, you'll get the template that has worked in raising a hundred million dollars in capital.

What does an investor typically want?

- High upside
- Low risk
- They want to add to their legacy (they want to brag about it)

Keep that in mind when writing your pitch deck.

In simpler terms: They want a guarantee.

Usually what you do in every slide is very specific. Typically you'd want a graphics designer, but writing the words is your job as a copywriter

Slide 1:

- Who are you and what do you do?
- At this point, the investor is skeptical, the first slide needs to portray the name of the company and the tagline of the company.
- What should be included in the tagline: a little bit of what the company does

Slide 2:

- What does the company solve?
- An investor needs to be aware of the solution you provide for your customers.
- Name problems customers have and your solutions to these problems in a super straightforward manner.

Slide 3:

- Talk about the theoretical best scenario
- List out the best-case scenario

Slide 4:

- Get specific about your company and solution.
- This is where you start to pitch your actual solution.
- New tagline: we solve "problem" By doing "ABC" For "customer profile"

Slide 5:

- How is the investor going to make money? (High upside)
- Talk about the Total Addressable Market (TAM)
- Pink shoes = small addressable market
- All shoes for all people = high addressable market
- You want a company that can sell for as many people as possible.
- High addressable market > Low addressable market
- Two statistics that need to be in this slide → talk about global profit, then talk about company profit.

Slide 6:

- Investors need to know how much they can gain from the profits.
- How to tap into the market? Speak about your unique method.
- Add your product portfolio (product + average price)

Slide 7:

- They want actual traction on your product, how much have you sold
- Current statistics of your company. (anything that shows traction)

Slide 8:

- What about customer loyalty?
- Are they gonna stick around?
- How many years a contract lasts = lifetime value of the customer.
- How many customers actually refer?
- This slide is all about proving that people would want to use your product in the future.

Slide 9:

- Is this scalable? Will money make it bigger?
- Talk about the growth margins of your product.
- Higher profit margin = more room to scale

Slide 10:

- Keep in mind that investors still care about the money they're investing.
- What's the money going to be specifically used for?
- Why do you need the money now?
- Dig into scarcity = urgency
- Urgency of trends; talk about how the product will capitalize on that.

Slide 11:

- Differentiating cost for acquiring customers (social media, organic, DMing)
- Demarcate the cost = predict the scale

Slide 12:

- This slide is about listing all of your competitors.
- It can be considered a filler slide to make room for the next one.

Slide 13:

- Why are you better than your competitors?
- If not done correctly, investors may just prefer to invest in your competitors.
- Pitch your unique methods and how they're enough to make your company stand out in the market.

Slide 14:

- Why should the investor trust your team?
- Give bios of the executives on the team

Slide 15:

- How fast will it grow? (Projections)
- Work with an accountant or entrepreneur to get these predictions.
- What will happen in one year, two years, more?
- Your limit here is 5 years.
- Investors want to see an increase in both profit and revenue

Slide 16:

- Add a dividend, a percentage of profit.
- They still want an exit; they want an IPO.
- What will happen to their private shares? They may turn into stocks they can sell in the open market.

Slide 17:

- What are you offering as shares?
- Copywriters that get paid the most, are copywriters that specialize in the investing world.

Questions:

Why does a company need pitch decks? Can't they advertise specifically for investors?

What are the two things guaranteed to pique the interest of an investor?