



BEFORE WE SPEAK

IT HELPS TO SEND

- 01 *A short description of your company or project*
- 02 *What you believe the challenge or opportunity is*
- 03 *What made you reach out now*
- 04 *Anything that exists already: website, deck, logo, packaging, presentation*
- 05 *What success would look like*
- 06 *Any timing, budget or other constraints*

BE READY TO TALK ABOUT

- 01 *Why is it important that your company exists?*
- 02 *Who are you really talking to?*
- 03 *What do you want them to believe?*
- 04 *What makes you different?*
- 05 *What's working, and what isn't?*
- 06 *What happens if nothing changes?*