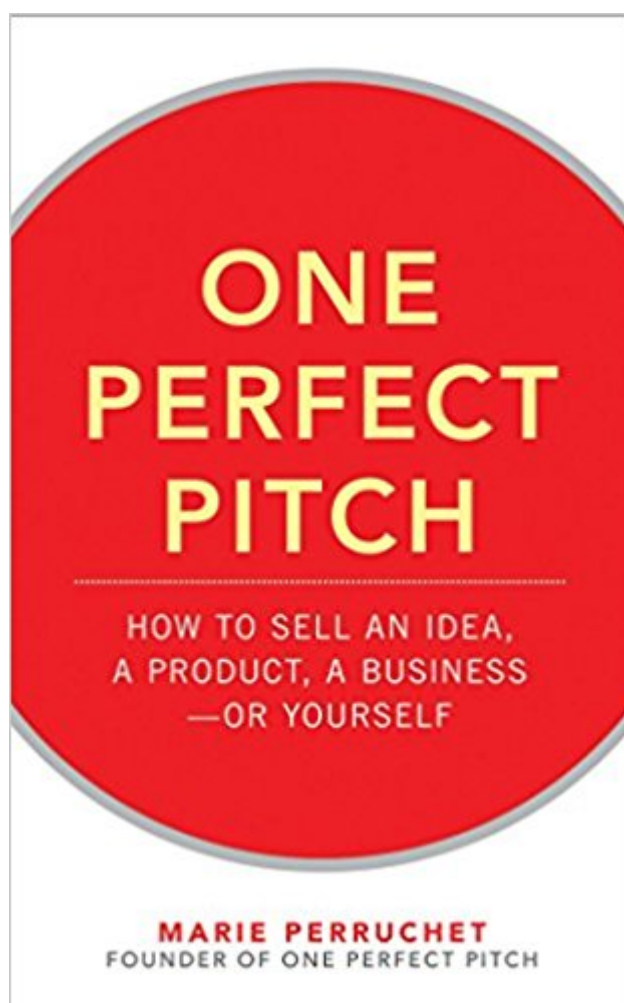


The book was found

# One Perfect Pitch: How To Sell Your Idea, Your Product, Your Business—or Yourself



## Synopsis

Master the art of the pitch to achieve any business goal—from increasing profitability to taking your career to the next level! Mastering the art of the pitch isn't just for salespeople. Whether you're a startup founder, Fortune 500 executive, small-business owner, team leader, or team member, the difference between success and failure often depends on how well you pitch your ideas and offerings. One Perfect Pitch teaches listeners how to craft a pitch all but guaranteed to get buy-in from colleagues, potential investors, and customers. The author provides the unique methodology she uses when training clients from startups and established brands alike.

## Book Information

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## Customer Reviews

"I've seen Marie Perruchet's method win funding for tech entrepreneurs she mentored at 500 Startups. She distills that proven method in this indispensable must-read. If you're preparing your pitch—and who isn't nowadays?—this book is for you." —Adam Benayoun, Venture Partner, 500 Startups

"One Perfect Pitch not only lays out the right content strategy for a pitch, but focuses on how to deliver that pitch in the most compelling way. As an investor, I'm looking for visionary founders and leaders, not just great tech. One Perfect Pitch is a fantastic resource that will guide an entrepreneur in communicating that vision." —Maha Ibrahim, General Partner, Canaan Partners

"Worth its weight in gold, One Perfect Pitch is a personal mentorship from a Silicon Valley insider in how to pitch investors successfully. Essential reading for every entrepreneur seeking funding." —Warren "Bunny" Weiss, General Partner, Foundation Capital

Brilliant! If only every startup founder who pitched me had read this book first, it would have paved the way to

a promising partnership.â

- âHoward Hartenbaum, General Partner, August Capitalâ An informed insiderâs insights into what it takes to succeed in Silicon Valley. Perruchet knows exactly what investors need to hear and shows you how to deliver.â
- âDavid C. Lee, Cofounder, XG Ventures and Venture Partner, SK Telecom Ventures â One Perfect Pitch provides a wealth of knowledge on preparing and giving great presentations. Easy to read, well structured, with great insights and exercises for anyone wanting to develop or improve âthe perfect pitch,â this book is highly recommended for anyone wanting to master their presentation skills.â
- âAlex Mendez, Founder and Director, Storm Venturesâ Entrepreneurs working in a language or a culture not their own need not fear. Perruchetâs method is effective in all environments, so you can focus on telling your unique business story and stand outâ for all the right reasons.â
- âAllen Miner, General Partner, SunBridge Global Ventures, and Cofounder, Salesforce Japan â Perruchetâs method is precise, effective, and easily replicable. Packed with useful examples and exercises, One Perfect Pitch is the most comprehensive guide to telling a captivating business story in Silicon Valley or elsewhere.â
- âGina Bianchini, Founder and CEO, Mightybellâ This book goes straight to the fundamentals and gives you the shortcut to your perfect pitch. It clearly describes every aspect and medium of the pitching process, with helpful suggestions on what to do. The simplest and most effective book I have ever read on the subject.â
- âPaul Kim, CTO, Stanford Graduate School of Educationâ One Perfect Pitch provides concrete examples of how to jump-start your new pitch or improve your existing one. Whether youâre preparing for a presentation to investors or chatting with a friend about your latest project, knowing how to share your story is a creative skill that requires a balance of art and science.â
- âAnnie Lee, Content Marketing Lead, Pinterestâ A very useful handbook for a successful pitch, starting with how to capture the attention of targeted companies and continuing to how to substantiate the contents of the pitch. Valuable anecdotes make for pleasant reading.â
- âJingZhou Tao, Managing Partner, Dechert LLPâ In a world increasingly fueled by the likes of Y Combinator, TechCrunch, and TED, the ability to communicate quickly and cleanly is a modern-day entrepreneurial necessity. One Perfect Pitch presents a unique and pragmatic perspective on how you can become successful in this important arenaâ so you can spend more time growing your business!â
- âTom Lee, Founder and CEO, One Medical Groupâ The most compelling pitches are true to who you are. One Perfect Pitch will help you distill and share that truth for a successful business outcome.â
- âStÃ©phanie Hospital, Cofounder, One Ragtimeâ This invaluable road map provides clear, practical step-by-step directions on how to craft and deliver the perfect pitch by tapping your most important resourceâ you.â
- âJerome Ternyck, CEO, SmartRecruitersâ Life is a pitch. Your ability to persuade is your most powerful

asset. Pitching skills can be honed. Marie's method and practical examples will show you how and draw out the best in you.

- Francois Mazoudier, CEO, Tech Leaders Capital "Before we met Marie, we didn't know where to start our pitch. If you can't sell your idea, you can't survive in Silicon Valley. Marie gave us the confidence to pitch our startup effectively and secure a strategic alliance. Read One Perfect Pitch and see your pitch improve exponentially."
- Sushel Bijganath, CEO, Learnship "At the heart of a great pitch is an unforgettable story. Marie's expert guidance helped us tell ours. She was our competitive advantage. One Perfect Pitch could be yours."
- Suveen Sahib, Co-founder, Teleport HQ, and COO, AQUIS "A straight-to-the-point and fresh view on how ideas and stories are shared. This book will help you stand out."
- Jose Ignacio Fernandez, CTO, Traity "Whether you are starting a business, trying to pitch a new idea within your organization, or trying to ace an upcoming job interview, if you can't craft a compelling story and make an emotional connection with your audience, your product, idea, or candidacy will likely be DOA. One Perfect Pitch equips you with the proper tools and shows you how to use them successfully. Read it and reread it, so that your pitch grabs and keeps your audience's attention."
- John Dais, former Head of Finance, Zenefits --This text refers to the Hardcover edition.

Marie Perruchet is the founder of One Perfect Pitch, a San Francisco-based consulting firm. Drawing on her experience as a BBC journalist and news correspondent, she works with business executives to shape their stories and deliver effective pitches. As a former mentor at 500 Startups, the largest accelerator program in the United States, she helped prepare startup founders and entrepreneurs for demo day, when they pitch venture capital funds and angel investors. Her clients include multinationals, tech incubators and accelerators, startup founders and entrepreneurs, and portfolio companies. Perruchet also coaches C-level executives from around the world and has been featured in the Wall Street Journal, Marie Claire, and Le Monde.

Whether you're an entrepreneur, freelancer, or company employee, you are in the business of sales. We are all salespersons, selling our ideas, products, services and most importantly ourselves. The goal is to get your brand, your product or service and your message out there! And Marie Perruchet guides you along the path of creating that Perfect Pitch, the "elevator pitch" that captures the attention of your audience, peaks their interest, and has them investing in whatever it is you are selling. Marie shows you how to craft your pitch in a way that is unique to your brand and company, giving you useful tips on how to approach different audiences, what to say and not say

and how to say it. This book lays out the basic foundation and roadmap (and much more) as you prepare, practice and master your One Perfect Pitch!!

Perruchet has crafted a wonderfully transferrable book (and indeed framework) on how brands and the people who view themselves as one can tell their story with concision and brevity. This of course has immense application in the competitive world of startups, but I also find it a valuable resource for students about to embark on the interview process and for professionals looking to make a pivot in their career. It's impossible to underestimate the importance of finding and effectively conveying your story; Perruchet's "One Perfect Pitch" will help you do that.

I started reading "One Perfect Pitch" just as I began a new job. The communication principals centered around storytelling and remaining authentic really helped me set myself up as a trusted, valuable member of the company. I'd recommend this book to anyone looking to build their communication skills - entrepreneur or not!

Transformational in my pursuit of becoming a better entrepreneur and storyteller.

Easy read and practical applications of concepts

I enjoyed reading the book. It describes well the theory well, while providing relevant examples. I feel it prepared me well so I can present myself and my business better today.

I absolutely loved reading this book! One Perfect Pitch is an excellent book on methods and principles on how to deliver the perfect presentation.

I have been rethinking my strategy for marketing a product I have been working on. I came across One Perfect Pitch and was attracted to its own pitch on the jacket flap which says, "œ...you do have a one-of-a-kind-story to tell, one that makes you stand out from everyone else - a unique tale that makes you, your product, or your business unforgettable." I wanted that to describe me, so Perruchet's book seemed like a worthwhile read. The book achieves what the commenters on the jacket flap says it does. It's part instruction manual, part inspiration, part workbook, and part insider advice session. You can read it in a weekend, not counting the exercises. I saved the exercises, which are very hands-on, to do for the work week.

Perruchet's advice and exercises, which have you mine your struggles, are realistic and logical. The book shares some similarity to books you'll find on effective speaking or writing, but it's more comprehensive on the one hand, and more focused on the other.

Comprehensive because she helps you understand and navigate the larger startup world. It contains advice from VCs and successful founders allowing Perruchet to impart wisdom without being preachy. It's more focused because she's not just improving presentation skills, she's nailing down the pitch itself. The pitch is not just a shorter presentation. It's a tightly rehearsed, perfectly executed, dense and memorable performance. Perruchet elevates the pitch and the preparation of the pitch to a level of perfection and refinement more akin to a solo piano piece in front of a jury examination. There were also some memorable comments on humility and telling the truth that I will take with me on my entrepreneurial journey. Being an entrepreneur is not for the faint at heart! It takes work - a lot of work and networking - to find, create, and execute on your story. After reading Perruchet's informative book, I now have a lot of motivation to rethink and rewrite my story as well as some very clear action items on how I will do that.

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