Make a profile of your Audience Investor Edition

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.

What investments have they made already? Technology,industries, marketplaces? Check their website to find out, write down 3–5 things about where they put their money.

What do they say on their website about their interests? What are the big 3–5 things that they are interested in? Technologies, macro trends, etc. Check https://peak.capital/focus for a great example.

What does the investor's team look like? Are they corporate banking types,or people with startup experience?

Does anyone in the investor's team have a blog? Have they written about a particular topic recently? What does the investor post on LinkedIn? If you can connect with their interests in the pitch or the social chat before or after the meeting ("hey, I saw your blog about..." "your post on LinkedIn about... was really interesting, got me thinking...", you'll have a better chance of connection.

Do they have any goals or mission statements about impact – social or environmental issues – or are they purely focused on 10x financial results?

What might be their Biggest Objection? What's the reason they might say, 'This will never work because..."?

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Make a profile of your Audience
General Edition

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What's their biggest challenge right now? If you ask them what's on their mind, what will they answer?

Are they conservative or innovative? Do they want to change the world, or just want to make things a bit better?

Are they technical, and want to know how it works? Or less technical and just want to know what it can do for people?

Are they creative, or more focused on numbers and data? This changes the focus and language of what you will tell.

Are they only interested in money? And if yes, is it cost saving, or growth, or profitability?

What do they already know about your offer? Make sure you don't spend too much time going over old ground – use their precious time to focus on the new stuff.

What might be their Biggest Objection? What's the reason they might say, 'This will never work because..."?

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