



#### LESSON CONTENT TEMPLATE

 <p>Erasmus+</p>	<p>Project funded by: <b>Erasmus+ / Key Action 2 - Cooperation for innovation and the exchange of good practices, Knowledge Alliances.</b></p>
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## 1. Lesson Document

Lesson 1. Topic 4: Message VS Audience

### **Introduce yourself as expert**

One of the most important parts of a pitch is you, as a pitcher. What you want to transmit is as important as who transmits it and how it transmits.

If you have an idea, a project or a business you have to be capable of transmitting to the interlocutors what you want to show them, put them on your side, and involve them in the pitch you are making.

And for that, first of all it is important that they trust you, who you are, what you learned about business opportunity, and why your business solution is important to the market.

Once this lesson is completed and approved, learners will be able to:

1. Position themselves as an expert in the field of their project
2. Sell this knowledge

### **1. You are the expert**

## **The biggest expert in your business is you**

To introduce you as an expert, you must decide which brand you want to give as a professional. If you are and want to continue being an entrepreneur, what you must convey is your ability to take on different challenges (negotiate with suppliers, set the budget, propose the marketing plan, lead teams, set up the company and its offices).

As expert, your pitch must explain who you are, what you do and why this differentiates you:

- Who I am
- What I do
- Why this is important

These three points should not be difficult to answer, but the complexity of the professional framework today makes it necessary to highlight the most important.

## 2. Here you have some tips to introduce you as expert:

- Highlights the relevant, not the recent.
- Focus on distinctive skills and / or knowledge of a key sector
- Connect the ideas for consistency and coherence. Perhaps what you do is very obvious to you, but outside of your environment it may not be so understandable. Adjust it until it is affordable for those not knowledgeable in your field.
- Reach with your interlocutor. Knowing how to do something is not enough, you have to be able to transform, be part of a greater goal, of a professional mission that defines you. There are many professionals in the market, why are you different? Why should the listener care?

## Conclusion

In the following lessons, you will learn how to reach your audience and how to tailor your message accordingly, and you can use these tips to apply how to show yourself as an expert.