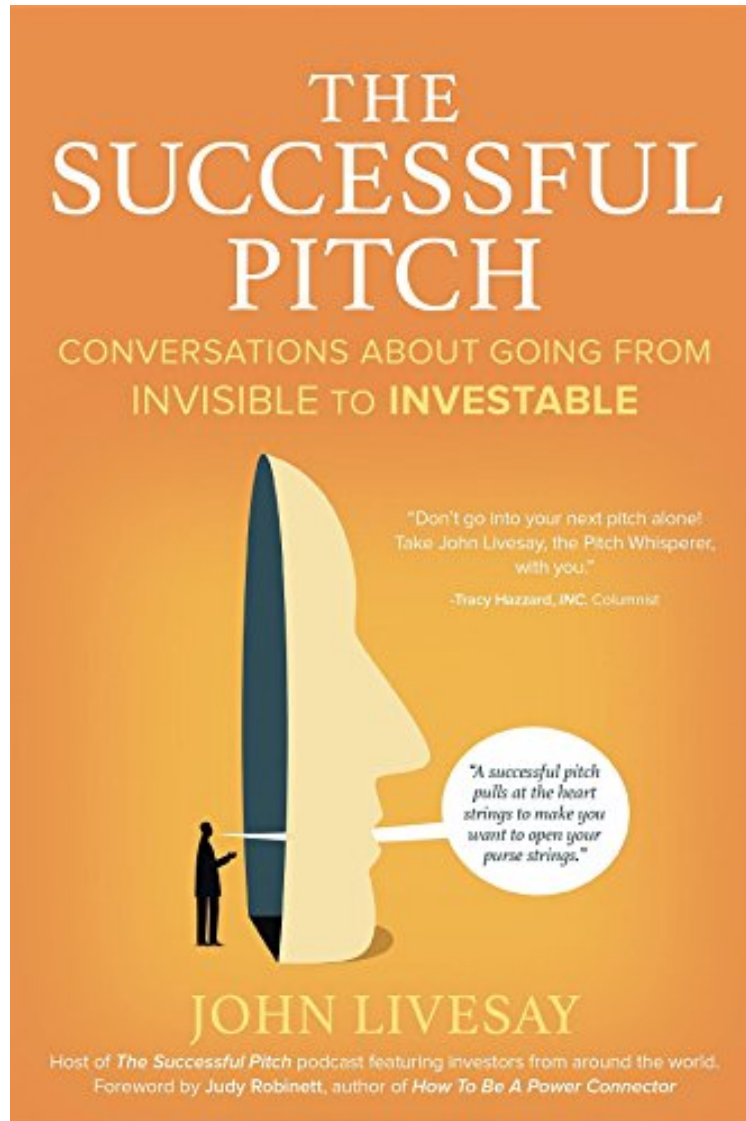


The Successful Pitch:: Conversations About Going from Invisible to Investable

John Livesay

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John Livesay : The Successful Pitch:: Conversations About Going from Invisible to Investable before purchasing it in order to gage whether or not it would be worth my time, and all praised The Successful Pitch:: Conversations About Going from Invisible to Investable:

0 of 0 people found the following review helpful. Highly recommended for startups and entrepreneursBy nathalie viremIf you want to learn how to craft and deliver a convincing pitch to get funded, you need to read this book.John is a master at teaching you how to make a winning pitch that reflects your uniqueness and helps you stand out. If you

follow his strategies, you will be able to get angel funding. As an expert on the subject of getting funded, John is committed to his readers in allowing their story to come through naturally. Highly recommended for startups and entrepreneurs!

0 of 1 people found the following review helpful. eBook quality only - just slightly blurry images of each page

By John Black This review is NOT ABOUT THE CONTENT of the book. I couldn't read it because of the quality of the publication. Each page of the download I got was a blurry image of the page. As a result, I 1) could not adjust the font size, 2) could not adjust the line length of the page, 3) could not enter night mode, etc. Even so, I could have put up with all of that, but the page images were slightly blurry! Oh I could have read the book, they weren't illegibly blurry, but just blurry enough to make me think I was losing my vision! Very disturbing! I would love to read the book, but they need to publish it as a true Kindle eBook, with flowing type and all that entails.

2 of 2 people found the following review helpful. Excellent book for start-ups and entrepreneurs

By Meredith Bell I've been in business with my 2 partners for more than 20 years and wasn't sure how useful The Successful Pitch would be for me since it seemed to be targeted to start-ups about making pitches to investors. But I'm a fan of John Livesay's podcast, The Successful Pitch, so I kept an open mind as I read the book. I'm glad I did. I found a wealth of ideas that apply to me and would be valuable for any business owner or person in sales, not just start-ups. The foreword by Judy Robinett and introduction by John Livesay alone contain several actionable items. The 10 chapters that follow are transcripts of his most popular podcast episodes. The experts interviewed here reflect decades of accumulated experience and wisdom that can save entrepreneurs years of mistakes. There are golden nuggets here for the taking. Some are about how you show up in the world. Others contain specific advice on what to do when preparing to meet prospective investors/buyers and what to say once you're in front of them. A few stand-outs...- Guy Spier, who paid \$650,000 to have lunch with Warren Buffett and the surprising take-away from that experience.- Todd Herman's simple yet profound story about his dad picking up a piece of trash, with the lesson of "taking care of the cellophane in your life." Andrew Goldner's description of the difference between being BUSY and being PRODUCTIVE in the context of the number of meetings an entrepreneur might have with potential investors or prospects. Whether you're a start-up or established entrepreneur looking for practical tips and insights on pitching yourself and your products or services, The Successful Pitch will be a valuable addition to your library.

As a funding strategist, John Livesay helps CEOs craft a compelling pitch that engages investors in a way that inspires them to join a startup's team. He is partners with Judy Robinett in Crack the Funding Code which gets founders funded fast. He hosts "The Successful Pitch" podcast with investors from around the world. He is the Pitch Mentor at Startfast.net, the number one accelerator in Upstate New York. After a successful twenty year career in media sales with Conde Nast where he worked across all twenty-two brands in their corporate division, John was named Salesperson of the Year in 2012. The way he was able to win that award was through creating a collaborative partnership with Guess jeans that resulted in a joint anniversary celebration for both Guess 30th and W magazine's 40th. Images of celebrities such as Drew Barrymore, who appeared on the cover W and was a Guess model, were shown at an event celebrating both brands' anniversary. The press generated from this event, along with the exclusive insert of thirty pages of Guess models bundled with W's anniversary issue, made for an unprecedented partnership that was a win-win for both brands. John has appeared in INC. magazine and on CBS News and "Talk of the Town" as a confidence expert and the media has called him "The Pitch Whisperer." Judy Robinett is the author of How to Be a Power Connector: The 5-50-150 Rule, to be released by McGraw-Hill in May, 2014. Robinett is a business thought leader who is known as "the woman with the titanium digital Rolodex." She has been profiled in Forbes, Venture Beat, Huffington Post, and Bloomberg Businessweek as a sterling example of the new breed of "super connectors" who use their experience and networks to accelerate growth and enhance profitability.

About the Author As a funding strategist, John Livesay helps CEOs craft a compelling pitch that engages investors in a way that inspires them to join a startup's team. He is partners with Judy Robinett in Crack the Funding Code which gets founders funded fast. He hosts "The Successful Pitch" podcast with investors from around the world. He is the Pitch Mentor at Startfast.net, the number one accelerator in Upstate New York. After a successful twenty year career in media sales with Conde Nast where he worked across all twenty-two brands in their corporate division, John was named Salesperson of the Year in 2012. The way he was able to win that award was through creating a collaborative partnership with Guess jeans that resulted in a joint anniversary celebration for both Guess 30th and W magazine's 40th. Images of celebrities such as Drew Barrymore, who appeared on the cover W and was a Guess model, were shown at an event celebrating both brands' anniversary. The press generated from this event, along with the exclusive insert of thirty pages of Guess models bundled with W's anniversary issue, made for an unprecedented partnership that was a win-win for both brands. John has appeared in INC. magazine and on CBS News and "Talk of the Town" as a confidence expert and the media has called him "The Pitch Whisperer."