

## Tip Sheet - How To Do Investor Meetings That Convert

1. Don't be too eager
2. Keep it casual
3. Assume the close
4. Be friendly, grateful & rock solid
5. Communicate your process
6. Interview investors
7. Bring a little yang (when called for)
8. Bring your excitement
9. Have a great answer to every question
10. Get clear on their process (and hold them to it)
11. Build trust
12. Move fast and don't linger
13. Follow up
14. Don't take "No's" personally
15. Ask for feedback (once)
16. Scan for connection and prioritize on it
17. Ask for the sale
18. Celebrate "Yesses" (and don't say "Thank you")
19. Put next steps in place
20. Worship CAT ASP