

# NAILING THE PITCH— "PRESENCE"



**WEDNESDAY, MAY 11  
FROM 3:00–5:00 PM**

**AT THE WITCH'S HAT BREWING COMPANY  
(601 S. Lafayette St. South Lyon, MI 48178)**

**PLEASE RSVP—[WWW.SSLDL.INFO/EVENTS](http://WWW.SSLDL.INFO/EVENTS)**



**Attention Entrepreneurs, Start-ups, Local Business Owners, and Students!**  
On the quest for funding or closing the big one? You need more than technical knowledge—you need presence and bearing.

This workshop examines the tangible and semi-tangible factors to facilitate a successful pitch presentation. These factors include the four keys to successful communication. We will discuss techniques to help you communicate with your whole being, since facts provide the information, emotion the interpretation. Techniques will include examining your charisma quotient, attitude quotient, and atmosphere quotient. Discussions will also include research, preparation, risk assessment.

*Sponsored by SCORE—a volunteer non-profit that provides free business counseling, mentoring resources, and support at any business life cycle stage.*



**FOR THE LIFE OF YOUR BUSINESS**