

Mandatory Articles

Promotion is very important part of your success story. In order to successfully launch your start up, there are a few strategies you need to focus on. In this article, you will be introduced to 9 most important pre-launch strategies that you need to consider in order to launch your business successfully.

Link: [9 Things to Do Before Launching Your Startup](#)

“An elevator pitch, elevator speech, or elevator statement is a short summary used to quickly and simply define a profession, product, service, organization, or event and its value proposition.” Aileen Pincus

In this articles, Aileen will introduce you to most important elements of elevators pitch and show you how to polish them.

Link: [How to Write an Elevator Speech](#) (Elevator Pitch)

Pitching to media the right way is mandatory if you want to succeed. This article will introduce you to pitching methods (including examples and guidelines).

Link: [HOW I PITCHED @TECHCRUNCH AND 13 WAYS TO GET PRESS WHEN YOU LAUNCH YOUR STARTUP](#)

“Your executive summary is your pitch, your doorway to your business plan. You’ve heard of and probably even given an “elevator pitch.” Write your business plan’s executive summary like it’s an elevator pitch that you’ve had the time to edit to perfection. It should introduce you, your business and your product, but the purpose of writing an executive summary is also to deliver a hard sell. Convince your reader here that you have a great idea they should invest their time and/or money in.” Tim Berry

This article will introduce you to executive summary and help you perfect your pitch to investors.

Link: [How To Write An Executive Summary](#)

“If you’re an aspiring entrepreneur, chances are you enjoy reading about successful business owners who were once starting out like you. Through their stories, you can find inspiration and score some start-up advice. Better yet, if you really want to think like an entrepreneur, you should tap into the sources that inspire, motivate, educate, and inform them on a daily basis, and make them part of your required reading as well. Lucky for you, NewsCred connected with some company founders, CEOs, and awesome innovators for their go-to blog picks to give you an inside track into thinking like an entrepreneur. Here are the blogs that these entrepreneurs say they read religiously” Dawn Papandrea

Link: [40 must read blogs for entrepreneurs](#)

Study these images: [How to raise money for your startup](#), [Fundable Ideas \(That Matter\)](#) & [How to come up with a damn good startup idea](#).