

# BACKABLE

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## FLIP OUTSIDERS TO INSIDERS

We've been told that creativity is a two-step formula: a great idea plus great execution. But there is a "secret step" in between. This is where you turn outsiders into insiders so that when your idea reaches the execution stage – you arrive together. We place up to 5 times the amount of value on something we build then on something we buy. Researchers call this the "IKEA effect".



## SHARE WHAT IT COULD BE, NOT HOW IT HAS TO BE

We often think our job is to show that our ideas are bulletproof. But when we do that, we put up barriers and give people more to disagree with. Instead, try lowering the guard and asking the backer what she thinks about 1-2 areas where you don't have full certainty. Tap into her expertise. When you do this, you make your backer feel like less an insider.



## 20% MONOLOGUE, 80% DISCUSSION

Share just enough to get the essence of your idea across, then open up the conversation. Keep things elastic so that you can fold in possibilities that come up inside the discussion.

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## CONVINCE YOURSELF FIRST

What moves people isn't charisma, but conviction. Backable people earnestly believe in what they're saying, and they simply let that belief shine through whatever style feels most natural. If you don't truly believe in what you're saying, there is no slide fancy enough, no hand gesture compelling enough, to save you. If you want to convince others, you must convince yourself first.



## TAKE INCUBATION TIME

Most new ideas are not killed inside conference rooms. They're killed inside hallways and break rooms, where they are shared before they are developed. So give your idea the incubation time it needs to grow.



## STEER INTO OBJECTIONS

Put yourself in the shoes of a potential backer and anticipate three key objections to your idea. When pitching, don't avoid those objections; lean into them. Avoidance only leads to more questions later, and the possibility that the backer tunes out the rest of your pitch.

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## PLAY EXHIBITION MATCHES

Use low-stakes practice sessions to prepare for high-stakes moments. Remember that long-term success comes from short-term embarrassment. And with enough practice, you can "forget yourself and just wail"



## DON'T ASK "WHAT DO YOU THINK"

To receive insightful feedback, ask specific questions. Instead of "what do you think?" ask "what stood out to you the most?". Or ask "how would you describe this to a friend?" You might find that their description is more compelling than your original.



## THE 4C's in YOUR CIRCLE

Collaborator: expands your idea and improve your delivery. You feel like you're in a musical jam session.

Coach: helps you understand if an idea is right for *you*. This person knows what makes you come alive.

Cheerleader: makes you feel confident before the big moment.

Cheddar: perhaps the most important role, someone who's going to poke holes in your idea so that you're fully prepared for your backer.