

## The 3 P's of Dragon's Den

Here's a little exercise to try out while you are whiling away the minutes between meetings...

Imagine you are about to go on Dragon's Den, here are 3 tips to help you in your endeavour:

1. ***Persuade*** – start your pitch by luring the Dragons into your idea using persuasion and smiles.
2. ***Prepare***- have your financial information so spot-on they can't pick holes in it. And have evidence of some success to date to back this up.
3. ***Pre-empt*** – think about 2 or 3 things that might go wrong with your business and have a solution ready. When you see the Dragons begin to look at all doubtful, dive in and de-risk!