

NO STUPID QUESTIONS

How Indie Beauty Brand Founders Hone Their Retail Pitch



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In this edition of Beauty Independent's ongoing series posing questions to beauty entrepreneurs, we ask 19 brand founders and executives: How did you hone your retail pitch?



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These days there are tools, workshops and experts who will all have an opinion on your pitch, your language, and how you position your brand. I'm still prone to launching a juggernaut of words. What passionate entrepreneur isn't? But, with time, you get better. You know what you've created, and you understand how to explain it to folks, the short version and the long version.

For me, a good pitch is really just about staying true to myself. People see through fluff so easily. Why even bother playing that game? I didn't hire an agency or expert to develop my brand language. I wrote everything myself, from my pitches to my product descriptions and how-to's. I wrote and rewrote, and kept honing it all myself.

The language I use, whether online or offline, is consistent. When I'm training retail staff on how to sell my line, that consistency helps them to retain key brand differentiators. My clients relate to my brand because they see that consistency and authenticity. Of course, one has to be able to adapt to different audiences, but the gist of the messaging and certain keywords have to ultimately become synonymous with your brand.