**Assets to Highlight**

* Be prepared to speak to land, utilities, access (roads, rail), workforce, training (community college resources), available space, livability, Economic Development infrastructure, political climate, incentives, and others.

**Unique Selling Points for Your Community/Site**

**Incentives Planning**

* What are you going to offer on a local level and what are the trade-offs? What is your political climate and philosophy related to economic development incentives? (Will your elected officials and community residents support this plan?)

**Recruitment Pitch**

* Note here the main points your spokesperson(s) will convey when making a 5 to 10-minute pitch to convince the company’s site selection committee to locate in your community.

**Weaknesses to Be Prepared to Address**

* These are not things you need to bring up but you should be prepared to address them if asked about them.