



Common IM Mistakes Cheat Sheet

How amateurs accidentally kill trust

Mistake 1 – Writing like a promoter

Why it hurts: If it sounds like a glossy ad, people assume the substance is weak.

Operator fix: Fix: Strip adjectives. Replace claims with evidence.

Mistake 2 – No clear deal thesis

Why it hurts: If the reader cannot tell where the money is being made, the deal feels random.

Operator fix: Fix: State the value-add in one sentence.

Mistake 3 – Weak comparables

Why it hurts: Bad comps destroy credibility fast.

Operator fix: Fix: Use fewer, better comps and explain why each one matters.

Mistake 4 – Unrealistic end value

Why it hurts: This is the fastest way to look inexperienced.

Operator fix: Fix: Show conservative logic and acknowledge the range.

Mistake 5 – Vague scope of works

Why it hurts: 'Light renovation' means nothing.

Operator fix: Fix: Show the actual scope, budget and transformation.

Mistake 6 — No contingency

Why it hurts: Everyone knows projects go sideways.

Operator fix: Fix: Include a real contingency and say so.

Mistake 7 — Fantasy timeline

Why it hurts: Approvals, trades and campaigns always take longer than beginners think.

Operator fix: Fix: Build in buffers.

Mistake 8 — No risk discussion

Why it hurts: If you ignore risk, the reader assumes you haven't thought properly.

Operator fix: Fix: Name the top risks and how you'll manage them.

Mistake 9 — No fallback exit

Why it hurts: A one-path deal feels fragile.

Operator fix: Fix: Show what happens if the preferred exit softens.

Mistake 10 — Dumping data with no interpretation

Why it hurts: Charts don't speak for themselves.

Operator fix: Fix: Tell the reader what matters and why.

Golden Rule

If your IM creates more questions than confidence, it is not finished.