**Pitch Creation Worksheet**

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| **Date Prepared:** |  |
| **1. Identify your pitch target – Who is your ideal client?**  |
| *Consider the following: Sector’s barriers, demographics, client’s goals and values, and where does your ideal customer get their information from?*  |
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| **2. Highlight the pain**  |
| *Your product or service should be positioned as a more optimized, effective solution to whatever “villain” you’re choosing to point out.* |
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| **3. Paint a picture**  |
| *Use a features checklist, or even a data quadrant, comparing your product with the competition. Examples of how you've helped other clients as proof that your service is worth the investment are helpful.* |
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| **4. Back it up with facts** |
| *When it comes to writing your pitch, be sure to include testimonials and case studies, which also contain statistics and figures to prove the success of your product or service.* |
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| **5. Capture People’s Attention**  |
| *The headline of your pitch, whether it’s the subject of an email or the first line in a LinkedIn message, is the most influential part of your entire pitch. Connect to people’s emotions.*  |
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| **6. Ask for the Sale**  |
| *The next step is to give your client some clear instruction on what they need to do next. Whatever action is required; make it clear with a well-written call to action.* |
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| **7. Follow Up**  |
| *The conversation doesn’t stop at the first attempt of your pitch. Don’t be shy to try and try again.* |
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