

Pitching to?who?

Who is pitching?

1 THEM
Who are they? What is their world like?

Their Needs
What are their broader goals / key problems?

Their Objectives
What is important for them to hear, feel or achieve?

Their Reservations
What do they hate or fear or DO NOT want to hear?

2 CONTEXT

How and where will you deliver the message?
What is the time / space available?
What is the technology, configuration and other environmental factors that will impact your delivery of the pitch?

4 CONTENT

Using information from sections 1,2 and 3 write your script on a blank sheet / cards / POSTITs & paste it in this section 4.

Example flow:

- I know that as [THEM] you need / struggle to [Needs/Problem]
- and I understand how important it is for you to achieve [Their Objectives].
- At the same time you are sick of hearing [Reservations].
- [YOU] are here to [Your Objectives].
- [Key Message], e.g. 'millions of users like [THEM] tell us how valuable it is to have [THEIR NEEDS] met by [unique value proposition as a KEY MESSAGE]
- The easiest way for you to [Their Objectives] is to [Call To Action]. Do it now, while we are here, so that we can get started on [YOUR NEEDS]

3 YOU
Why are you here? Why are you relevant?

Your Key Message
What do you want them to remember?

Your Objectives
What do you want them to think, feel and do?

Call to Action
What are you asking for? What do they get?