



PERFECT YOUR PITCH

Building and perfecting your pitch can be one of the most important things that you do for your personal brand. And believe it or not, your pitch can be used in MANY different scenarios, not just for presentations, or self-promotion. Below are a few situations in which we hope you will use the tool:

- Big meeting and/or call prep
- Interview prep
- Delivering a speech
- Negotiating to your advantage
- Project presentation: work, school, etc.
- Virtual presentation prep
- Business pitch
- Networking talking points



PURPOSE <i>(What's your why?)</i>		
ENVISION THE OUTCOME <i>(What will transform, change or happen?)</i>		
AUDIENCE <i>(To whom are you speaking?)</i>		
HEADLINE <i>(What will you talk about?)</i>		
I. CAPTIVATING INTRO/OPENER <i>(The purpose, the agenda)</i> <i>(Tell 'em what you will tell 'em) ...TODAY I'M GOING TO TALK ABOUT --- transition to</i>		
II. BODY/2-3 SUPPORTING POINTS <i>(Tell 'em) ...transition to</i>	POINT 1	POINT 2
III. CAPTIVATING CLOSE <i>(Summarize what you were supposed to do or understand – Restate your thesis) (Tell 'em what you told 'em)</i>		