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PITCH PERFECT

Them + Me = Better World

Instructions:

1. Write down your "BEFORE" pitch, what do you say when they ask, "What Do You Do?"
2. Answer the **THEM + ME = BETTER WORLD** questions
3. Fill in right margin blanks
4. Fold & Flip your handout
5. Fill in your Pitch and Perfect it
6. Take it to the streets!
Practice your pitch with friends and strangers!

What do YOU do? _____

THEM:

My dream client (*choose ONE*) could be described as: _____
Describe the person (e.g., unemployed bike messenger, moms with toddlers), or the type of biz you serve (e.g., commercial architects, hospitals, eco-advocacy non-profits, etc.).

My dream clients' three biggest nightmares are: _____

+ ME:

Clients tell me that I help them: _____

One of my secret talents (*I don't usually share*) that helps me do my magic is: _____

The most common reason that clients come to me for help is: _____

= BETTER WORLD:

After my clients work with me, they feel: _____

I get really excited about my work because I get to: _____

If the world were a better place, there would be:

+ More: _____ - and Less: _____

clients _____

nightmares _____

talents _____

solve _____

feelings _____

+ _____

- _____

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PITCH

My favorite clients are _____
(client description)

_____ who struggle

with _____
(nightmare(s))

_____. I get excited about this because

I get to use my _____
(talents)

to _____
(solve)

If I had a magic wand, I would _____
(more/less)

& PERFECT!

Edit pitch in your own words below.

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CARRY ME WITH YOU!



Practice on a friend or stranger TODAY!

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