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: ________________________________

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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!
PITCH

My favorite clients are ________________________

______________________________ who struggle

with ___________________________

__________________________. I get excited about this because

I get to use my ___________________________

to _____________________________.

If I had a magic wand, I would _______________

________________________________________.

& PERFECT!

Edit pitch in your own words below.

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