

MODULE 2 - MASTERCLASS 5
GET PITCH PERFECT

**CRAFT YOUR
LEADERSHIP VOICE!**



TRANSCRIPT



Get Pitch Perfect

Hi, and welcome back to the Woman of Confidence Personal Brand Accelerator Course! Now congratulations because you have accomplished so much in this personal brand success journey. You've established clarity around what you want to be known for. And we've also identified your unique gifts or what we call your Superpowers. We've done some deep discovery work to unlock their core values and the value of your story, and what you believe your passions and purpose. Plus, we've written your very own vision statement, which is so important in positioning yourself And your personal brand.

So Today, We Are Going To Craft A Dynamic And Compelling Pitch That Will Help You

Be Memorable And Unique.

Be authentic

Be recognised for what you want to be recognised

Be inspired

Be confident

So whether you like it or not, the truth is we are all walking logos for our brands. But your appearance and image is just one aspect of your personal brand. Because if you turn up looking amazing, but you don't walk into a room with the energy and presence and confidence, you just will not be seen. And if you don't have a compelling answer to "What do you do?", then I don't think you're going to truly be heard. And if you don't learn to step into your confidence and own your voice as a woman in business, you will truly not be noticed. You will let yourself down massively if you don't think of all of these things, and hands down, that is just the truth of the matter. This is what I love, and this is what I do. And this masterclass is going to hone your skills and being able to deliver a pitch that will get you to notice and help you to be remembered.

So How Do You Craft The Perfect Pitch? There are 6 Components To Creating The Perfect Pitch

1. Your brand positioning, which we've covered
2. Is your credibility, and then
3. The problems you solve.
4. The solution you provide
5. Your WHY?
6. The face factor



Now we have covered all of these components in your previous branding masterclasses so far, so you will need to reference your work and complete the relevant sections of your pitch in your worksheet. Now, these six components will build the foundations of your long-form written pitch, and they will incorporate on your website or part of your profile or even your LinkedIn. We will also make a shorter, more dynamic what I call your 'social pitch', which you can deliver verbally.

Now, once you can deliver your pitch with confidence and courage, I promise you are never going to look back. It's going to change your life actually when you ask that question, and you will be out of rattle it off whenever you need it now. To give you an example, here's my more formal pitch.

My Pitch (example)

"Hey, I'm Susie Lightfoot, and I'm a coach and mentor and motivational speaker, who helps professional women, small business owners, and female entrepreneurs to step into their confidence as more empowered female leaders, so that they can have more choices, attract greater opportunities and be more financially secure.

I believe that every professional woman has what it takes to live and lead the career and the life of their dreams. And my vision is to build a global community of female leaders who are ready to take the first step to build their own world-class personal brands so they can better be seen, be heard and be noticed for who they are and all they bring to the table."

Now I can rattle that off because I know my pitch so well, and I can change and modify it on the hop whenever and to whoever when I need to. It has just become a natural part of me, and I can shape my pitch so that it is relevant to the person I'm speaking to you or to the audience I'm addressing. So whether it be in an elevator or a formal setting, or just a simple social event, a compelling version of my pitch is with me whenever I need it. I'm never left unprepared or wondering what to say, because I know what I believe in, and I've taken the time to learn my pitch.

Now It's Time For You To get Pitch Perfect!



You Have 3 Key Tasks To Complete In This Masterclass:

- 1. Take the time you need to write the best pitch. You can use the framework in my pitch-perfect worksheet that supplied with this masterclass**
- 2. Memorise and practise your pitch in the mirror, so you know it by heart, and you will always have an answer to the question of who are you whenever you are.**
- 3. Practise your pitch and feel confident to deliver it to your accountability partner, perhaps three people you don't know!**

Next Step:

When you've done that, I'll see you in the next masterclass of Module 2, where we're going to write your profile summary, and remember, the learning is in the doing. Your confidence is the key to owning your voice and delivering a compelling pitch with—energy, passion and purpose.

So I'll see you in the next masterclass to craft your back story for your personal brand.



You have three key tasks to complete in this masterclass

- 1. Take the time you need to write the best pitch. You can use the framework in my pitch-perfect worksheet that supplied with this masterclass**
- 2. Memorise and practise your pitch in the mirror, so you know it by heart, and you will always have an answer to the question of who are you whenever you are.**
- 3. Practise your pitch and feel confident to deliver it to your accountability partner, perhaps three people you don't know!**

When you've done that, I'll see you in the next masterclass of Module 2, where we're going to write your profile summary and remember the learning is in the doing. Your confidence is the key to owning your voice and delivering a compelling pitch with—energy, passion and purpose.

So I'll see you in the next mass class to craft your back story for your personal brand.



