



GET PITCH PERFECT

Workbook

MODULE 2 MASTERCLASS 5



BE HEARD

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BE SEEN. BE HEARD. BE NOTICED.

GET
PITCH
PERFECT.



PERFECTING THE PERFECT PITCH

Discover your signature voice!

As a thought leader or authority, you will still need to answer the most asked networking question of all time, “what do you do?” So, it is important that you have an answer that makes you better known, creates an impact and generates interest. A great pitch answers the question ‘what do you do’ with intelligence, creativity and purpose!

Having established clarity around your values, purpose and your ‘Big Game’, you can start to lay the foundation of your brand voice and pitch! You have already done the work.

Your pitch forms the basis for your brands ‘signature’ voice. One that will resonate consistently through both your online and offline communications, providing powerful content, products and services.

The difference between delivering a mediocre pitch that fails to grab people’s attention and a GREAT pitch, is your ability to deliver it with passion and purpose! Crafting your pitch, so it is aligned with your beliefs, your story and your values, will enable you to deliver it with an energy and vibrancy that deeply engages others and leaves them with the feeling like you are ‘born to do this!’

It will also make your pitch memorable and unique! So, let’s utilise your discover work from Module 1 and 2 to bring it all together to write your pitch!

YOUR PITCH

PERFECTING THE PERFECT PITCH

There are 6 components that make up the perfect pitch. They are:

p3	1. POSITIONING A. Industry B. Specialty C. Micro-niche
p4	2. CREDIBILITY A. Qualification B. Experience C. Results
p4	3. PROBLEM
p5	4. SOLUTION
p5	5. WHY
p6	6. THE FAME FACTOR
p7	7. SOCIAL PITCH

1. POSITIONING

The role of positioning is to provide the stranger with a clear, succinct understanding of what you do. There are 3 components to positioning:

- A. **Industry** – what industry are you in?
- B. **Specialty** – what do you do within your industry? In other words, what do you do that's special?
- C. **Micro-Niche** – who is your specific, ideal, dream client? It's a niche within a niche.

A. I'm a _____ and I work in the _____ industry

B. I specialise in _____ we have a unique method of _____

C. I work best with _____ . My ideal clients/customers are _____


2. CREDIBILITY

This is your opportunity to establish your authority and show off your credentials. You will do this by outlining that you have at least 2 of these 3 attributes: qualifications, experience, awards and results.

My clients trust me because I have _____ qualifications, have over _____ experience and I've achieved _____ results for them.

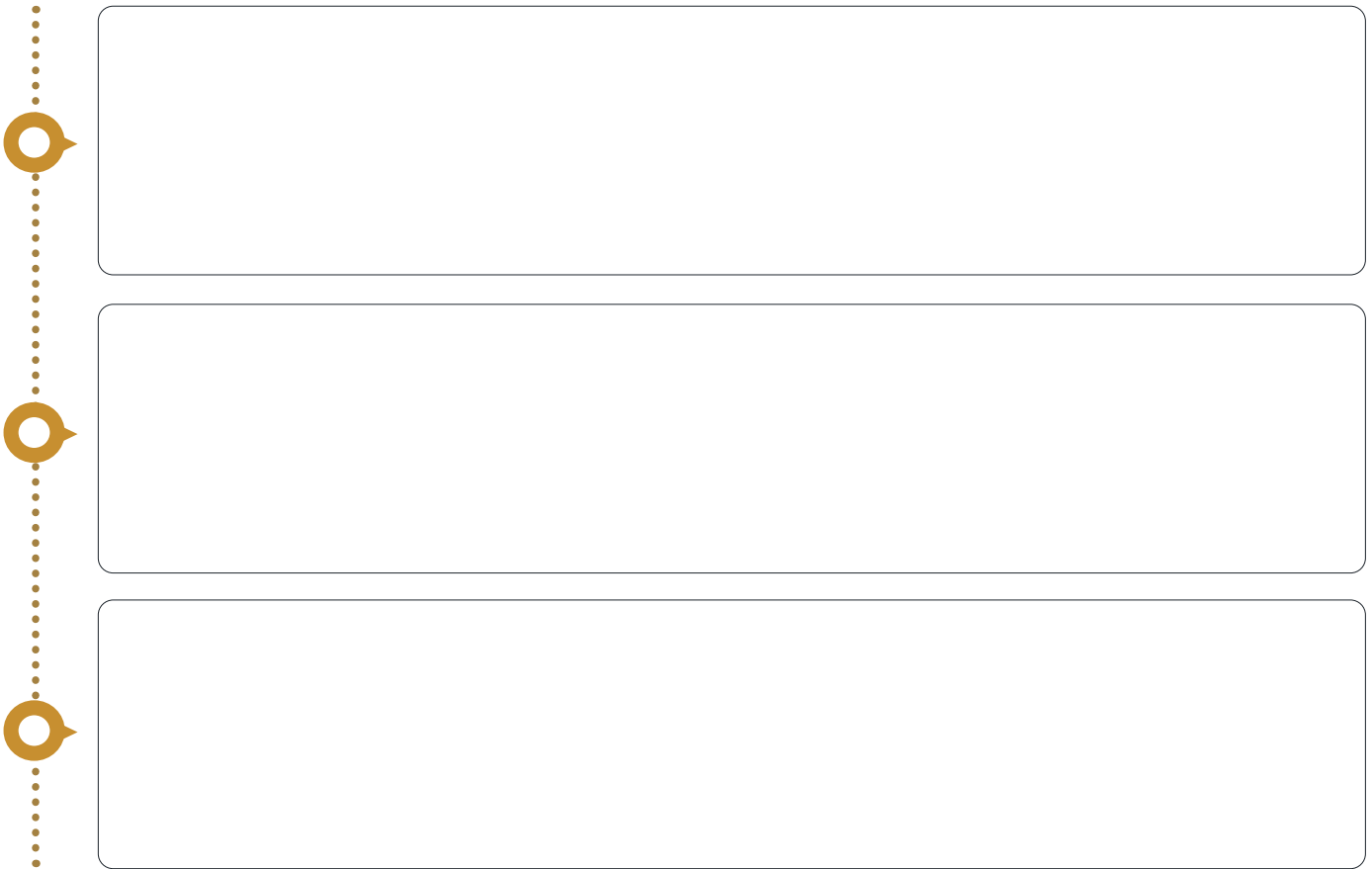
3. PROBLEM

This is where you clearly and concisely summarise your target market's (micro-niche's) problems. What are the top 3 problems/pain points you solve for your micro-niche? (you can identify up to 5 problems but also then provide 5 solutions)



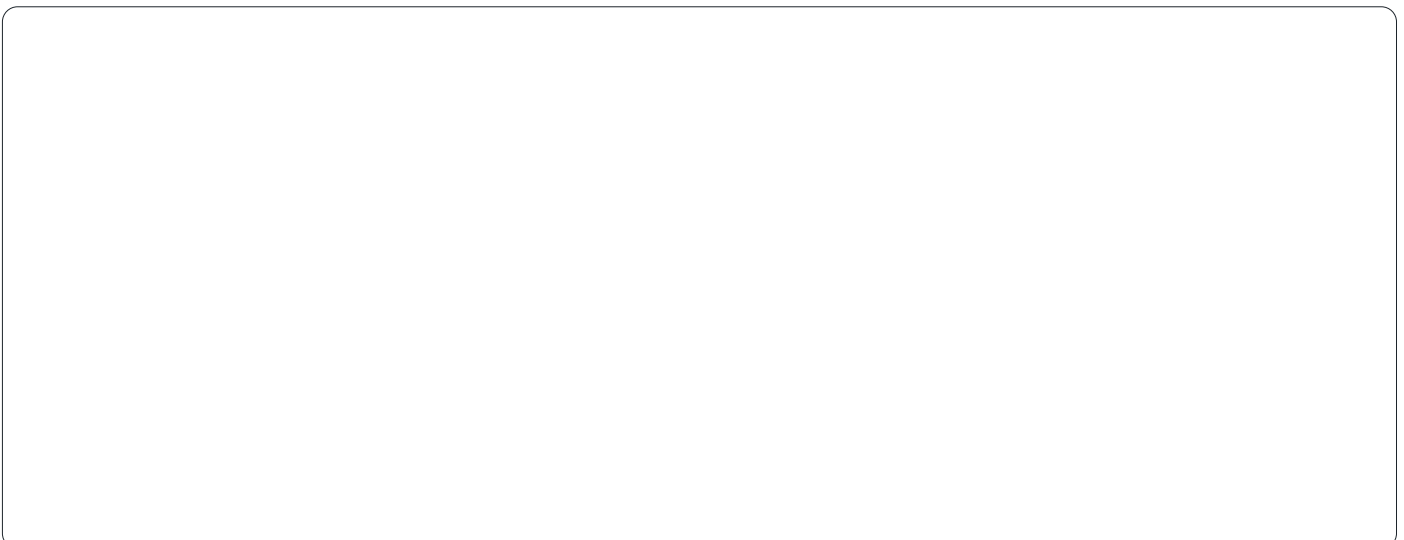
4. SOLUTION

This is where you present a plausible, remarkable and believable solution to the top 3 problems. Be sure to incorporate your *superpowers* into how you provide your solutions!



5. WHY

This is where you put what you do, into a context of why you do it. Apart from money, what is your ultimate vision and mission? What makes you different from everyone else? Incorporate your brand foundation discovery work uncovered in Module 1 and 2). Remember to always align your messaging and narrative to “what you want to be known for.”



6. THE FAME FACTOR

This is where you define, **what you want to be known for** (or famous for), and how you leave your customers/clients/team/followers feeling.

For example: I am known for _____, My clients know me best for _____

I have a reputation for _____

Ultimately, I leave my customers/clients/team feeling _____



7. FORMAL PITCH (WRITTEN AND VERBAL)

Now combine all 6 components to write your formal pitch. You can then deliver it verbally, use it for a 'business card' video or as the foundation for copywriting on your website. Your formal pitch should be no longer than a page, clearly formatted and set out using the 6-step framework.

Note: The framework will help you incorporate the ingredients for a great pitch. Once you have written the initial draft, fine-tune it until you are entirely comfortable with your language, tone, and voice to deliver it with confidence.

7. SOCIAL PITCH (VERBAL)

Now you have written your formal pitch. Let's write a short, punchy version that you can rattle off at any time, anywhere. Think of your social pitch as the version you can deliver in 30 seconds or less to make an immediate impact and a lasting and memorable impression.

Note: You can have several versions of your social pitch tailored to best relate and connect with your target audience or occasion. I.e. Elevator pitch, peers or colleagues, new clients/customers/stakeholders/ or industry networking events.

VERSION 1 - ELEVATOR PITCH

VERSION 2 - CLIENT/CUSTOMER/ STAKEHOLDER

VERSION 3 - INFORMAL NETWORKING/CONNECTIONS