

# 10 Steps to the Perfect Pitch

1. **The Attention Getting Statement** \_\_\_\_\_

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2. **Mass Market Focus** \_\_\_\_\_

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3. **Identify the Problem You Solve** \_\_\_\_\_

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4. **Know Your Numbers** \_\_\_\_\_

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5. **Your Unique Approach** \_\_\_\_\_

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6. **Demonstrate a Transformation** \_\_\_\_\_

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7. **Get Visual** \_\_\_\_\_

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8. **Team and Leadership** \_\_\_\_\_

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9. **Better Testimonials** \_\_\_\_\_

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10. **Celebrity Appeal** \_\_\_\_\_

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