

10 Steps to the Perfect Pitch

- 1. The Attention Getting Statement** →
“It slices, it dices, and never loses its edge.”
“Get the clear skin you deserve.”
“From frozen to fresh in an hour.”
- 2. Mass Market Focus** →
Look beyond a “niche.”
What is the earnings potential?
How can you expand to impact revenue?
- 3. Identify the Problem You Solve** →
What is your base need?
Who is demanding that the problem be solved?
Why do they care so much?
- 4. Know Your Numbers** →
How much capital is needed?
What is the competitive landscape?
Where will the money go?
- 5. Your Unique Approach** →
How do you take on the problem in a different way than your competitors?
Do you have intellectual property or patents?
- 6. Demonstrate a Transformation** →
What result is created when the problem is solved?
What is the “average” result?
What are the BIG results?
- 7. Get Visual** →
How can you demonstrate your product or service?
What makes it easy and simple?
- 8. Team and Leadership** →
What is the experience on your team?
Why do they have unique knowledge of your industry?
- 9. Better Testimonials** →
Professional/Industry testimonials
Editorial Testimonials
Clinical Testimonials (third party)
- 10. Celebrity Appeal** →
Use celebrities to give testimonials, demonstrate the product, market, or more.