

PITCHPLANNER

Everyone can pitch better! <http://www.pitchplanner.com>

TO

Who are you pitching to?

PITCH

e.g. sales pitch, investor pitch, partner pitch etc.

BY

Who is pitching?

1

THEM

Who are they? What is their world like?

Their Needs

What are their broader goals / key problems?

Their Objectives

What is important for them to hear, feel or achieve?

Their Reservations

What do they hate or fear or DO NOT want to hear?

2

CONTEXT

How and where will you deliver the message?
What is the time / space available?

4

CONTENT

Using information from sections 1,2 and 3 write your script on a blank sheet / cards / POST-ITs and paste it in section 4.

3

YOU

Why are you here? Why are you relevant?

Your Key Message

What do you want them to remember?

Your Objectives

What do you want them to think, feel and do?

Call to Action

What are you asking for? What do they get?

Max six words per Sticky Note!