

| THEIR STEP | YOUR TASK | MESSAGE TONE | EMOTION | LOGIC |
|------------|-------------------------|--|---------|--------|
| AWARENESS | Be there | When you are casually speaking to someone or doing an introduction pitch at a networking event, you are building awareness. Your messages should follow the simple question of: Do you feel like this? | HIGH | LOW |
| INTEREST | Be relevant | Once a prospective client is interested, you need to be gaining information from them to focus on relevance . Don't pitching too early. This pitch should follow in the tone of: This is what you could do | MEDIUM | MEDIUM |
| EVALUATION | Get Permission | This is where you begin building permission by illustrating how you've helped other clients in a similar situation. You do this by showing how it's worked with your other clients CTA: Ask to begin casework, further 1-2-1 | LOW | HIGH |
| TRIAL | Provide a solution | This can be touched on, but casework SHOULD NOT BE PROVIDED until the client has agreed as it can leave many feeling rushed into a sale . This is the heart of the pitch and gets into the sales process and can be overwhelming if they aren't ready.. CTA: your sales process | LOW | HIGH |
| ADOPTION | Permission & Purpose | Describe what is going to happen, keep them informed during each stage. It helps the client anticipate a resolution and builds rapport & referrals. CTA: let us know if you have questions | MEDIUM | MEDIUM |
| LOYALTY | Purpose builds audience | Service after the solution is one of the most important aspects to building referrals and repeat business. Make sure you stay in touch with your client. CTA: let us know how we did & tell us how you are | HIGH | LOW |

bookable

01

Relevance

Who you are, who your company is the simplest. Better, draw them in with a statement relevant to them.

AND/OR

02

Permission

Talk about your experience, specific insights, recognitions, or results you've gotten for someone.

THEN

04

The Solution

What benefits do your clients receive and how did you achieve this for them?
Best method is to tell a story

OR

05

Your Purpose

What is the vision of your business or product.

THEN

07

Call To Action

What do you want them to do? Make it clear and concise. Have a 1-2-1.....
Book a date in the diary... etc

Your new pitch

01

Relevance – when you think of relevance I want you to think about the movie industry for a moment. The most popular movies are often what is called “high concept” – meaning you immediately understand what the whole topic is without reading more than the title and log line. I.e. Star Wars, Speed, The Purge.

The only time you need to be using relevance in an elevator pitch is if you’re in a situation where absolutely nobody knows you. Even then, Relevance should not be focused on too much because it’s binary and has no depth, clients want a solution to their problem.

02

Permission – this can be won in a number of ways:

Experience – I was personal assistant to the Dali Lama for 20 years

Recognition – I won 3 Emmy awards and nominated for 2 Oscars

Results – I’ve increased revenues from this to that

Insight – tell the audience something they did or didn’t know in a unique way

Any of these work at different times, but each one is very audience dependent. For instance, if you’re pitching in front of a committee or board, they will most likely stop listening if they don’t hear about experience or results. Recognition often works because it bridges the permission gap between all types of audience.

Insight is the best route but the most difficult to accomplish. Insight is the only permission-option that draws the audience in through active participation and when done correctly, they see your point in a different way than before. For an insight to work, you have to be engaging enough to draw them in to begin with. Without audience engagement an insight can fall flat, but when done well – it’s priceless.

04

Solution – focus on this more than defining the problem because a properly stated solution will define the problem. This is where your USP shines through. Your USP should be as high concept as possible – meaning it is easily communicated across any audience.

07

Call To Action – what do you want them to do next? Be clear, be concise, and most importantly tell them to only do one thing. Go to my website... book a meeting... The point is to guide them and build their confidence.