

PITCH WORKSHOP WORKSHEET

#1: ANSWER QUESTIONS ABOUT YOU

These story sparks should get the juices rolling. You may find yourself writing down basic, generic words and phrases. Even clichés. That's okay. Keep going.

After you've warmed up with the general stuff, try going back over the questions, and this time go deep. Get specific. What gives you the most energy when you talk about the details to a close friend (one who doesn't mind it when you go on and on about it). Even better, ask her what makes you light up when you talk about your business!

What business are you in?

What's special/unique about what you do? What's your twist?

Why does the world need your product or service?

What do you believe?



#2: ANSWER QUESTIONS ABOUT YOUR CUSTOMERS

These questions should help translate how your customers feel about you (or how you want them to feel). For example, your customers don't just need help setting up an online newsletter, they're frustrated with the techie side of running a website and need someone to take the overwhelm out of the whole damn thing so they can focus on the fun stuff.

Who is your customer?

What is your customer's biggest problem?

How does your customer feel about her problem? How does she want to feel instead?

Why do your customers come to you for help?

What's your solution to your customer's problem?

*What does your customer say about you when she's recommending you to her friend? This last question is a real gem from Bernadette Jiwa, [The Story of Telling](#) and [The Fortune Cookie Principle](#). Answering this one will tell you a lot about where your perceived energy lies.

#2½: GO TO HARVARD (ONLINE)

The Harvard Business School has [pitch practice tool](#) that's kind of fun. Check it out [here](#) and run through their questions of: Who, What, Why, and Goal.

#3: TRY OUT A FORMULA

Hi, my name is _____ from
_____ and I'm a _____. I
help/create/inspire _____ *people with this*
problem _____ so that *type of people/companies/organizations/non-*
profits _____ can _____.

Hello, I'm _____ . I'm the *founder/owner/president* of _____ .

We're a _____ and we *make/serve/develop/create* _____ for
people/companies/frogs _____ who really need help with

_____.

Hello, my name's _____ and I *run/own* _____.

I *make/build/research* _____ for _____ who

_____.

Hi, I'm _____ . I've been a _____ for _____ years,

and now I get to _____.

Hi, I'm _____ . I make _____ because I

wanted to turn _____ into _____.

For a long time I've been passionate about _____.

But what I saw in the industry was *description of problem*

_____.

So now what I do now is _____.

I'm really excited about launching _____

because I think _____.

I use my love of _____ to

_____.

I believe that

_____.