

# PITCH PLANNER



## THEM

Who are they? What is their world like?

## THEIR NEEDS

What are their broader goals/key problems?

## THEIR GOALS

What is important for them to hear/feel/achieve?

## THEIR FEARS

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

## CONTEXT

How and where will you deliver the message? What is the time/space available? What is the technology/configuration/other environmental factors that will impact your delivery of the pitch?

## CONTENT

Using information that you've gathered here, write your script! Try using post-its so you can shuffle them around before making it final.

Example flow:

- I know that as [THEM] you need/struggle to [NEEDS/PROBLEM] and I understand how important it is for you to achieve [THEIR GOALS].
- At the same time you are sick of hearing [FEARS].
- [YOU] are here to [YOUR AIMS].
- [YOUR KEY MESSAGE]
- The easiest way for you to [THEIR GOALS] is to [CALL TO ACTION]. Do it now, while we are here, so we can get started on [THEIR NEEDS].

## YOU

Why are you here? What makes you relevant?

## YOUR KEY MESSAGE

What do you want them to remember?

## YOUR AIMS

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

## CALL TO ACTION

What are you asking for? What do they get?