

Pitch script

Aim: Present you and your business in a way that makes prospects want to jump on your bus.

Use this template to write a flowing script that you or anyone can deliver in 2 minutes.

Aim for 250 - 300 words to keep your pitch short and memorable.

DON'T READ OUT the headings they are just to help you.

Be yourself. Be authentic. Be BOLD! And ... HAVE A CLEAR ASK!

The Hook - Grab attention - "imagine a world without", "because the world needs".

Customer Problem - What problem do you solve for your target customer?

Value Proposition - What have you developed to solve this problem?

Team - Your dream. Why we did this.

Product - What/we do/produce.

Market - Where people can get this.

Your needs (Optional) - Financials, Milestones, Risks, WOM, Contacts - set up your ASK.

The call to action (End strong) - What do you want your prospect to do? What's Your Ask?

Tips:

- Script, time it and practice, practice, practice.
- Avoid jargon or superlatives (the most, best, only)
- Avoid unnecessary repetition
- KISS - Keep it So Simple (A 12 year old could understand it).
- Be your authentic self, that's all you need to be.