



PRESENT WITH
GRACE



**Sell-to-
the-room
Pitch
Framework**



Sell-to-the-Room Pitch Framework

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Follow this simple framework to structure your pitch so you can **attract more of the clients you love** by easily telling how you can help them.

THE HOOK

Open your pitch in a **creative** way to get people's attention. This could be an interesting question, controversial statement or a surprising fact. Make sure you **tailor it to the ideal client you want to attract**.

DO YOU...

State the **biggest problems** you help your ideal clients to overcome. Start with the phrase **'Do you...'** then describe **what the problem looks like**. E.g. low confidence when presenting could be "Do your palms start to sweat as soon as you think about speaking to a room full of strangers?"

IMAGINE IF...

Share the **outcomes you help your clients achieve** so they can overcome their problems. Start with the phrase, **"Imagine if..."** then describe what it looks like. E.g. 'Imagine if you strutted into your networking meeting and delivered your pitch with Michelle Obama-levels of grace.'

WHY YOU

Position yourself as the **solution to your clients' problems** by introducing your business at this point. Explain who you help, what you help them to do and what the outcome is by using this structure: **"I help...to....so they can..."**.

CALL-TO- ACTION

Share **simple information about the offer** or service you are promoting and **end with a clear call-to-action**. This needs to be a simple instruction for how someone can let you know they'd like to find out more.



Sell-to-the-Room Your Pitch

Print this page out and have a go at writing out your own pitch. Use it before your networking meeting to help you prepare.

**THE
HOOK**

Creative idea:

DO YOU...

Do you...

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-
-

**IMAGINE
IF...**

Imagine if...

-
-
-

**WHY
YOU**

I help...

To...

So they can...

**CALL-TO-
ACTION**

Simple instruction:



Notes