

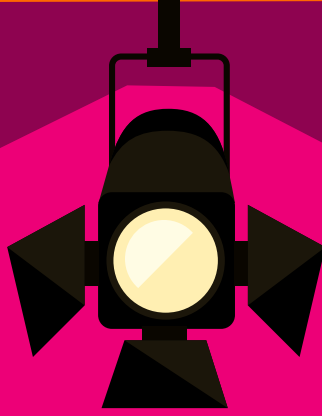


Attract Your Dream Client in 60 seconds



Use your pitch to
attract
clients you love,
every time
you network.

PRESENT WITH
GRACE



Thanks for downloading this guide, and congratulations for taking the first step to making networking an easy way to grow your business.

Inside Attract Your Dream Client in 60 seconds is my signature Sell-to-the-Room pitch framework.

I created this pitch framework after networking for over a year and getting zero valuable leads.

Now I use this formula every time I network to easily attract the right people to my business.

And you can do the same.

**No more dreading networking and thinking,
“What’s the point?”.**

No more delivering your pitch and praying maybe *this* month someone will be interested.

No more hours spent on 1:1s that lead nowhere.

One simple framework that guarantees new leads into your business at every single networking meeting.

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.

DO YOU...

Start by stating 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 are, the people you work with and the ultimate outcome you help your clients to achieve.

INTRO YOUR OFFER

Share **simple information about the offer** or service you are promoting. This needs to be something that's easy to say yes to, either a free offer like a masterclass or guide, or a low-ticket offer (under £100).

CALL-TO- ACTION

End with a clear call-to-action. This needs to be a simple instruction for how someone can let you know straight away that they'd like to find out more.



Write your pitch

Start by outlining the problems your offer solves and the transformation it will deliver for your dream client.

DO YOU...

Write 3 problems you help your clients solve. Describe the problem using language your clients would use themselves.

Do you...

1.

2.

3.

**IMAGINE
IF...**

Write 3 outcomes you help your clients to achieve after they work with you. Describe the outcome using language your clients would use themselves.

Imagine if you...

1.

2.

3.



Write your pitch

Introduce yourself as an expert then briefly explain your offer. End with a simple instruction of what someone can do to find out more information.

**WHY
YOU**

My name is...

I'm a (describe the ultimate thing you do and an exciting noun, e.g. Pitch Expert, Wordpress Wizard, Hormone Specialist)...

I help...(describe who you help)

To...(describe what you help them to do)

So they can...(describe the ultimate outcome you help them achieve)



Write your pitch

Introduce yourself as an expert then briefly explain your offer. End with a simple instruction of what someone can do to find out more information.

INTRO YOUR OFFER

In one sentence, describe what your offer is...

CALL-TO- ACTION

Share a simple instruction for what someone needs to do if they're interested in your offer..



Bring everything together

Write out your pitch in full here and read it out loud. Use this to practice then walk into your next networking meeting ready to go!

Write out your pitch here:



If you're curious to see how learning how to pitch using this framework could help you grow your business, here's my offer to you.

The framework is simple but it's a lot to get your head around at first (it took me over 12 months of networking to move away from an unclear pitch to this framework).

So I'm offering you a 15 minute Gameplan Session.

In the session, we'll map out how this structure could work for your pitch, answer any lingering questions you have and identify your 3 next steps so you can move forward now.

Why do I offer these sessions for free?

It's simple really. Every few calls, I speak to someone who is so excited about their Pitch Plan, they want my help implementing it now.

That's what I do best.

If you want to take your Pitch Plan and run, that's totally cool - that's what these calls are for and I've done my bit to help.



**Book your
free 15 minute
Gameplan session**

