

Sell-to-the-Room

Pitch Framework

PRESENT WITH
GRACE

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.

YOUR LEAD MAGNET

Share **simple information about the lead magnet** you are promoting. This needs to lead someone one step closer to the paid offer you are promoting.

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.



Draft your pitch

DO YOU...

**IMAGINE
IF...**



Draft your pitch

**Your two-
word intro
and one liner**

I'm a <your business job title>...

I help <your ideal client>...

To <the outcome you deliver>...

So they can <why that matters>...

**Your lead
magnet**

Call-to-action



Write out your first draft - then edit

