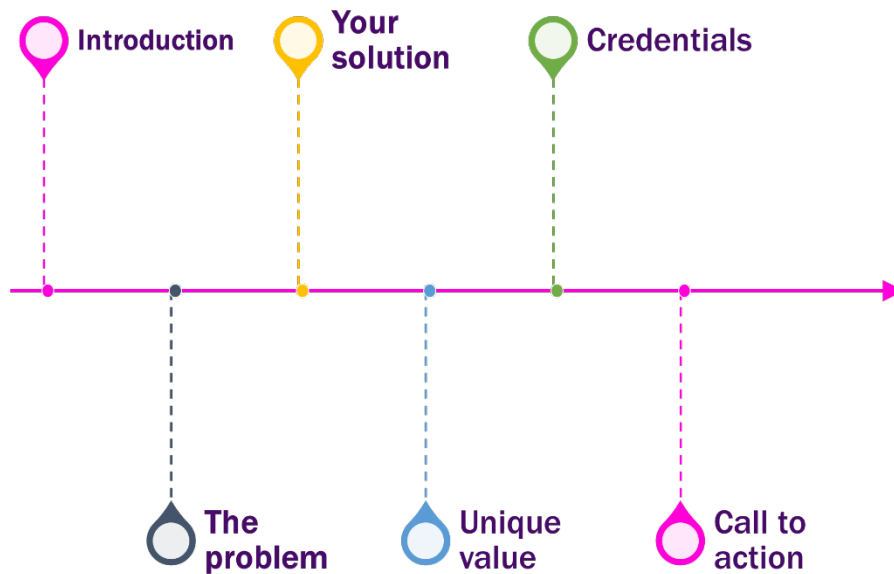


Pitch Builder

There are six elements of a winning pitch:



Consider the following as you're working:



OK. Let's start building!

Your name:

Your business:

The problem your business solves:

Who has that problem (your ideal audience)?

What other solutions are available to this problem (your competition)?

How are you different? What makes your solution better? (Your value proposition)?

What do your clients like most about your work?

Take your responses from above and draft a short, catchy message:

Congratulations! You have a draft pitch! Now it's time to revise, practice, and revise again. You can never get too good at this! Here are a few presentation tips. Be sure to reach out to us for feedback and to practice on us! You can always find us at info.Regional@CWEonline.org!

