

DEVELOPING YOUR PITCH

TARGET AUDIENCE

Who are you telling the story to? What are their priorities?

KEY MESSAGES

What are the top 3 things you want them to remember about your pitch?

STORY

What story would illustrate your point the best?
Customer/Community/ Personal Experience/ Heroes Journey

PROPS

What do you need to bring with you to support your pitch? How can you bring your pitch to life?

BRAND IMAGE

What is the image you want to get across? How do your clothes, marketing material etc. support that

CALL TO ACTION

What do you want them to DO?

TONE OF VOICE

Is it fun/serious/young/funky? How will you get this across?

OUTCOME

What is the result that you want to achieve as a result of this?



INDICATORS

How will you know if you have been successful?