

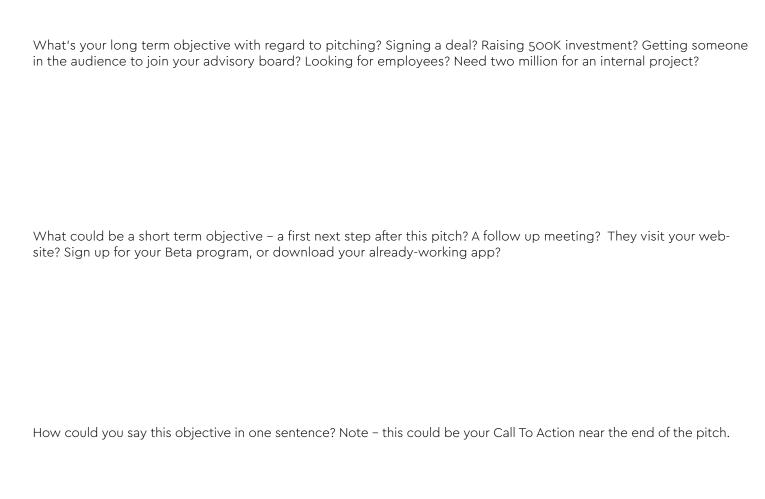
Establish Your Objective What do you want them to do?

This is a fillable pdf - You can add your notes in the gray blocks below, and save it.



DAVID SAYS...

"I often hear that people find this part difficult. It's all about focusing on the action you want the audience to take, not just having them think differently. Think of it like this – what could they do at 09:30 on a Monday morning? Click something, email somebody, call someone, sign a cheque! These are the short term goals and the action we want the pitch to lead to."



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