



Use  
**POST-IT  
NOTES**  
To Build Your  
Storyline



# BRAINSTORM

Get the ideas out of  
your head

Take a step back:  
what are the

**BIG ISSUES?**

Organise around

**CHAPTER  
HEADINGS**







# Which topics should be in **YOUR WINNING PITCH?**



## The Pitch Canvas©: Company Edition

<b>Simple Statement of what change you and your product/service are making in the world.</b> <small>A memorable one-sentence explanation of what you do for customers.</small>	
<b>Pain (+ Gain)</b> <small>What problem is out there in the world of the customer?          How big is that problem? Can you quantify the opportunity/market size?          What are the issues that keep your audience awake at night, that you are well positioned to solve?          What are their big challenges in business and in the area that you are addressing?</small>	<b>Product</b> <small>As simply as possible: what does your product do for customers?          What opportunities do you provide for customers to be faster, more cost-effective, more efficient, happier, safer, ...?          What is the content and structure on a high level?          What's your value proposition?          Explain the product in terms of results where possible.</small>
<b>Product Demo</b> <small>How can you bring your product to life?          Live demo? (always, risks, but powerful if it works...)          Screenshots? Photos? Product?          Video of the product working on screen?          Can you show a real customer using it? Or talking about it.</small>	<b>What's Unique</b> <small>Technology/Relationships/Partnerships          How do you help your customers get results differently to your competition or alternatives?          Show you have researched the market and know what competition is out there.</small>
<b>Customer Traction</b> <small>Success to date: Growth in sales, growth in user numbers?          Pilot customers? Major brands?          Customer reference quotes or stories?          Have other parts of your organization bought in?          Use data and facts to strengthen your case.</small>	<b>Pricing Model/Business Model</b> <small>How will you price your proposition?          What's the margin proposition?          Is there any evidence to show this is the right price model/level?          Other products in the portfolio, feedback from customers?          Is it recurring revenue?</small>
<b>What do you need?</b> <small>What is the objective of this pitch?          What do you want the audience to do on a macro level?          (e.g. Buy now!)          What do you want the audience to do as a first next step?          (e.g. Book a one hour follow up meeting)          Be transparent: tell them what you want, and what the next step is.          (Don't forget to ask for the order, or the response you need!)</small>	<b>Team</b> <small>Who are the people behind the offer?          Why should they believe that you are the people to deliver their value?          What qualities do your people have - both rational (skills, experience) and non-rational (character, personal qualities) - to convince that you are the people to work with?</small>
<b>End statement with Call to Action</b> <small>Finish the pitch strongly with a clear request for the audience to take action.</small>	
<b>Why You?</b> <small>Why do you care about solving this problem for your customer?          Has your life been affected by this industry and business?          Why should your audience have confidence that you will deliver what you promise?</small>	



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**PITCH**  
 professionals

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# PAIN

What is the **problem**  
you solve?

What is the **HUMAN**  
**RESULT?**





Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?





# PRODUCT

How do you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the product





# UNIQUE

What's **special** and **new** about your proposition?

Any relevant **competitors** to mention?




# OPPORTUNITY & IMPACT

How **big** is your  
potential influence?

What's the **Impact**  
you can make?





# PROOF

**Partnerships?**

Members? **Growth?**

Customer  
**Testimonials?**





# WHAT'S IN IT FOR THEM?

How does your  
proposition **match**  
their **strategy** and  
**ambitions?**





# WHAT DO YOU NEED? and CALL TO ACTION

**Money?** Advice?

**Introductions?**

Follow Up **Meeting?**





# TEAM

**Who** will make it happen?

Skills? Experience?

**Character?**



# ONE LAST THING...





# WHY YOU?

What's your  
**personal motivation** to  
offer this proposition?

Your **Enthusiasm**  
Counts!

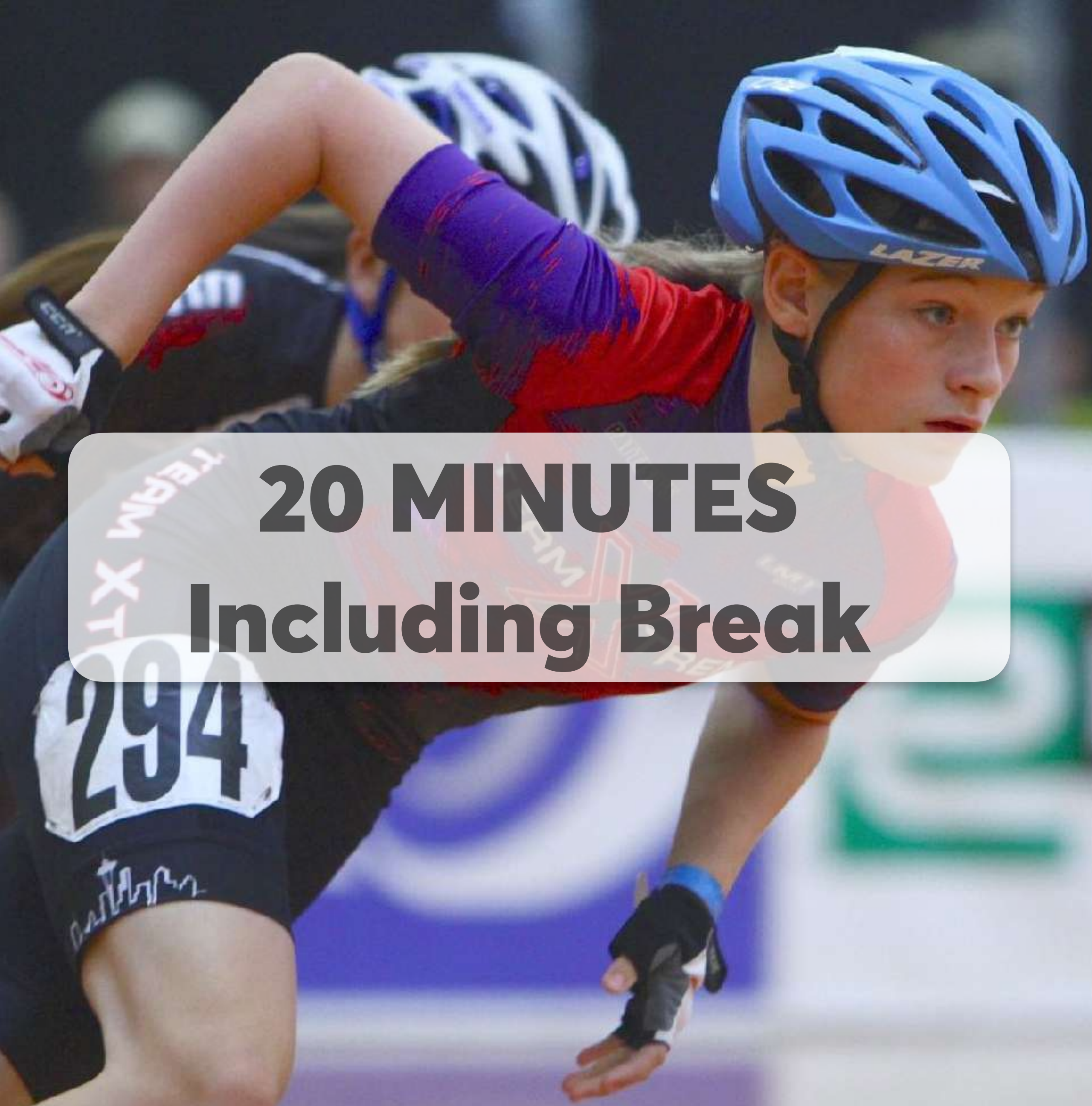


A close-up of a person's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in different colors, including green, blue, and red. The person's eyes are visible on the left side of the frame.

# QUESTIONS?

Please ask  
**IN THE CHAT**





# ACTION STEP

**Brainstorm** content for;  
Pain, Product, What's Unique,  
Proof, What's in it for them,  
What do you need? Why You?

**Quickly** write down  
**key words** and phrases,  
not full sentences

Don't think too much:  
**just write**