

30 Second Pitch Guidelines

This worksheet is to be used as a guideline to get you started crafting and experimenting with your pitch. Every pitch will be different and unique to you and your business. The important thing to remember is that it should feel natural to you and that you believe in what you are saying. The formula below is not a rule but a guideline to get you started. It will most likely take time and experimentation in the 'real world' to get your pitch just right.

Watch this video before starting the worksheet: <http://player.vimeo.com/video/16447520>

My company, _____ (Company Name),

is developing (offering, producing etc.)

_____ (a defined offering)

to help _____
(target audience)

_____ (solve a problem)

_____ (with secret sauce).