



Your Pitch Framework

Step 1: Write 3 bullets per box **Step 2:** Now elaborate on your initial thoughts

Step 3: Now review and look for the story flow

Open: Get Attention

1. Ask a question
2. Make a bold statement
3. Your key message

The Challenge:

1. The global, the industry and the business challenge
2. What are the 'pain points' for the client?
3. What are people up against?

Your Solution:

1. Match your solution to the challenges
2. Follow each solution statement with - Which means that...
3. Make the solution relevant to them

The Business Model

1. How does It Work?
2. Explain it in very simple terms
3. What makes you different from the competition?

The USP: The Secret Sauce

1. What's your USP?
2. What your team can bring
3. What makes the way you run your business better?

Strong Close - The Next Step:

1. The call To action
2. Ask a question
3. The summary and wrap Up

Screenshot or save this Pitch Framework – your pitch deck just wrote itself – almost!

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