

THEY JUST DON'T GET ME

HOW TO MAKE YOUR PITCH CLEAR, SIMPLE AND UNDERSTANDABLE

1) Pick a target to focus on

Who is the key player(s)? Who is most crucial to your success?

2) Live their life/step into their shoes

Imagine you are them. Be them vicariously. What would be their daily problems, frustrations and objectives? What are their goals and ambitions? What are their unrealized opportunities? Write them down.

3) Scrutinize and then pick the top 3 to 5 unmet needs

Pick the top 3-5 unmet needs that this exercise revealed.

4) Create the solution (or what is your solution)

How can you bring what you do into their world? How do you improve on their lives and goals and how do you help them overcome their frustrations? How do you intersect their lives? What programs and services that you provide answer their top 3 to 5 needs?

5) Communicate your UVP

Come from their perspective. Write from their needs or invest in a writer. At every point, ask yourself, "Am I speaking their language, to their needs, to their desires?"

This becomes the basis for your communications whether it is a 30-second elevator speech, a seminar, or your website writing.



Dana Pulis
Principal
Kinetic Agency