Who are you pitching too, & why are they giving you their non-refundable attention?

- Answer these 20 questions to be super clear on who you are pitching too & why.

Audience | Goals

Audience

1. **Who** are you pitching too?
2. What's **in it** for them?
3. Who is the **final** decision maker?
4. Who/what **influences** the final decision maker?
5. What are the final decision-maker's **goals**?
6. How do you **empower** them to reach their goals?
7. Where is the most **risk** in the decision making process for the end-user?
8. Who are the **gatekeepers** to success?
9. Who needs **tangible** details?
10. How does the audience see **themselves** in the solution you provide?

Goal

1. What is the **goal** of the pitch?
2. What does **success** look like?
3. **Why** does this matter?
4. What happens **after** the pitch?
5. Why are you spending **time** pitching to the audience?
6. What **information** will make your goal happen?
7. Is there a time **limit**?
8. What is the worst thing that could happen if this is **not** successful?
9. What is the best thing that could happen **when** this is successful?
10. What **excites** you about this project?

Recommended Process

- Answer the above 20 questions to be super clear on **who** you are pitching too & **why**.

- This should take about 20-30 minutes of **focused work** or two-three work sprints of 10 minutes with the time between for **reflection** & **processing**.

- Work with **simple non-digital tools** & make mind-maps or lists as this is the best way to explore your pitching goals, audience needs & the content they need to know.

@Martin - Mol Got your feedback, great points. Will adjust accordingly. Thank you!!!

Hi Martin, thank you for your speech today. I think it helped me already

Need to improve your pitching skills?

Book a call to discuss how we can improve your message structure, speaker performance & slide design.