



DYANA
VALENTINE

Pitch Perfect

Here are some warm-up activities to get you ready to create your pitch. As quickly as you can, answer the following questions. Don't over-think the answers, just let them flow, writing down the first things that come to mind.

Three adjectives used most often to describe me, my business, service or product:

My favorite clients have these characteristics:

The most common reasons that clients need my help are:

My three best projects/clients are/were:

Clients tell me that I:

I am great at what I do because:

The first thing I do before starting a new project (or working) with a client is:

I work well with my clients because:

Three benefits of working with me are:





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Now that you have warmed up, fill in the boxes below by answering the questions—when you have answered all three in one box, see if you can come up with a sentence or two combining those answers into a pitch. Need help? Get stuck? Come on over to my website and get in touch: www.dyanavalentine.com.

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| <p>What is one challenge your clients struggle with?</p> <p>Describe one characteristic that makes you right for them?</p> <p>What's one product you offer or specific method you use to help them?</p> <p>Your pitch:</p> | <p>What is one challenge your clients struggle with?</p> <p>Describe one characteristic that makes you right for them?</p> <p>What's one product you offer or specific method you use to help them?</p> <p>Your pitch:</p> |
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