



# DYANA VALENTINE

2118 Wilshire Boulevard, #611  
Santa Monica, CA 90403  
310.663.6630  
info@dyanavalentine.com  
www.dyanavalentine.com

# PITCH PERFECT

Them + Me = Better World

### Instructions:

1. Write down your "BEFORE" pitch, what do you say when they ask, "What Do You Do?"
2. Answer the **THEM + ME = BETTER WORLD** questions
3. Fill in right margin blanks
4. Fold & Flip your handout
5. Fill in your Pitch and Perfect it
6. Take it to the streets! Practice your pitch with friends and strangers!

What do YOU do? \_\_\_\_\_

## THEM:

My dream client (*choose ONE*) could be described as: \_\_\_\_\_  
*Describe the person (e.g., unemployed bike messenger, moms with toddlers), or the type of biz you serve (e.g., commercial architects, hospitals, eco-advocacy non-profits, etc.).*

My dream clients' three biggest nightmares are: \_\_\_\_\_

clients \_\_\_\_\_

nightmares \_\_\_\_\_

## + ME:

Clients tell me that I help them: \_\_\_\_\_

One of my secret talents (*I don't usually share*) that helps me do my magic is: \_\_\_\_\_

The most common reason that clients come to me for help is: \_\_\_\_\_

talents \_\_\_\_\_

solve \_\_\_\_\_

## = BETTER WORLD:

After my clients work with me, they feel: \_\_\_\_\_

I get really excited about my work because I get to: \_\_\_\_\_

If the world were a better place, there would be:

+ More: \_\_\_\_\_ - and Less: \_\_\_\_\_

feelings \_\_\_\_\_

+ \_\_\_\_\_

- \_\_\_\_\_

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# PITCH

My favorite clients are \_\_\_\_\_  
(client description)

\_\_\_\_\_ who struggle

with \_\_\_\_\_  
(nightmare(s))

\_\_\_\_\_. I get excited about this because

I get to use my \_\_\_\_\_  
(talents)

to \_\_\_\_\_  
(solve)

If I had a magic wand, I would \_\_\_\_\_  
(more/less)

\_\_\_\_\_

# & PERFECT!

Edit pitch in your own words below.

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CARRY ME WITH YOU!



Practice on a friend or stranger TODAY!

CARRY ME WITH YOU!



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