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Stu Lierich  
*The Long Game*

# Pitch Genius.

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The Stupid Simple Way To Win New Clients  
When Asked To (Actually) Present Your Offer

\*no study conducted - it just works

# 01

The Opening Scene

# 02

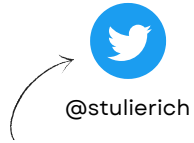
The Meaty Stuff

# 03

Other Helpful Bits

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# HAVE WE MET?



Hey there Long-Gamer. I'm Stu.

Genuinely excited that you've downloaded **Pitch Genius**. This mini-guide in your hot little swipe folder is part of a series that has been developed to help level up your cold outreach.

30 years of active sales, marketing and business communication has been distilled for you in the following few pages.

Just the crispiest bits that continue to work for myself and my far from vanilla clients.

Solopreneurs spend so much time working on their content, workflows (and hopefully their outbound!)

As a result many are caught out or trip short of the next logical (obvious) step.

The one that decides if it's mac-n-cheese or filet mignon.

What is that step you ask?

Think about it.

Cold email goes out to the webs and then they invite you pitch your idea, product or service in person.

Cue: *tingly sweats*

Are you prepared. Do you even have a napkin plan? (*Holy crap what do I say?*)

Your competitive advantage lies within you. You squeezed the creative life out of your emails just to get the meeting. You can't afford to mess this up. (you won't)

What you're about to learn is that peeling back your presentation has so much to do with being able to add more.

No gimmicks, no scripts and definitely no cheesy tactics.

Hey Ho, let's go!

**ANTI-STRUCTURE**  
**ANTI-SNOOZE**  
**ANTI-SALESY**  
**ANTI-SKIM**

**NO SCRIPT**  
**NO SLIDES**  
**NO SHORT GAME**

**1:1 > 1:1,000,000**

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01

# THE OPENING SCENE

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Thing is.

Earning an invite to formally discuss your products, service or idea is only a fraction of the whole algebra formula.

Sorry, don't mean to kill the *'they replied to my cold email'* party, but I need you to know we ain't quite there yet.

Everyone wants a piece of the person or company you're trying to win over.

You've snagged an opportunity to present, pitch or unpack ideas - but that's just like getting to another level in Legend of Zelda without actually rescuing her yet.

Back to back (to back) meetings, countless fires to smother and then there's us.

I mean *all* of us.

Solopreneurs pinging and dinging them all the while they're actually trying to run their own biz (*how dare they, right?*)

See where this is headed?

Time is mighty precious for your potential customers.

Generally one shot is all you'll get to not only make a snazzy impression, but to motivate them to entertain any continued interest in the stuff you're peddling.

This is a game of capturing attention. Not just any kind though.

Your goal is to earn ***mindshare*** from the time you have together in a meeting.

Secure this and the framework will repay itself many times over.

No talent required. And it's super actionable for those who are shy or hate the sight of selling themselves in person.

Just a little preparation, a sprinkle of structure and spotlight on the right mood.

I know you've got this.

Ready, genius?

02

# THE MEATY STUFF

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H



**H O M E W O R K**

**Pitch**  
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To be clear straight off the bat (if the opening scene wasn't enough) - you haven't won anyone over yet.

Some level of competent research *must* be undertaken if you want any chance to be invited back or close a contract.

Just remember this.

***They Don't Know (Really) You (Yet).***

We must enter the room or virtual one with the mindset that today we will fill in the gaps and meet our potential clients 'where they're at' on the topic of (their) problem <-> (our) solution.

Revisiting the mental image of how ridiculously frantic their day to day lives are - successfully pitching requires a focused commitment to conducting some relevant homework well before you hit launch.

Here's how to start.

### ***Research...***

It's really just learning some aspects of their biz that'll help you join the dots for them.

***BUUUUTTT.***

Balancing your time is the boss here. No one needs to overinvest. Just access the right information for the sole premise of why you're catching up.

Try the 15 minute research rule to avoid the dreaded 'paralysis analysis' (fried brain!).

And ***don't ever over plan***. There'll be much to discuss when you meet and leaving knowledge gaps for thoughtful questions is a good

Research: Total Cooking Time - 15 mins (max)

- Dig into their market scope (who are their customers?)
- Are there any particular challenges they're facing?
- How do they actually conduct business?

For fun we'll use my favorite fake mega corporation - The Acme Widget Co as our example for this.

Ready Freddy? Let's go.

*Market Scope* - Their main product (the one they mostly promote) is the ZD-7000. It's a little unit that plugs into factory equipment of food manufacturing businesses and helps.....

*Challenges* - Their research & development team have been trying to make the product more resistant to hot factory temperatures in the summer months.

(perhaps this is a potential issue we could illuminate later?)

*Business* - They manufacture in the UK but sell through distributors in each country on earth. Those distributors then sell the ZD-7000 to the food manufacturers.

The easiest and best ways to dig up the dirt:

- Website / Blog
- LinkedIn
- YouTube
- Socials (Twitter, IG)
- Podcast Episodes (topics & guests)
- Industry Publications - (anyone writing about them?)

These research angles apply whether you sell physical products or are a creator offering a service. Think in terms of how any information you find relates to your ability to help them.

List all the potential reasons you might be a fit. Don't hold back here just go for it. You can trim later.




Whilst building **a deeper understanding of their firm** allows for better conversation, there's no value in being able to recite their whole website.

Time wasted. Best bits only in point form.

Effectiveness lies in having **enough of the good stuff** neatly tucked away for you to draw upon when the time is right (in the meeting)

### ***More Research Tips...***



-  They Won Awards Or Working On A Project?
-  Seek Information That Demonstrates Their Philosophies
-  Read Their Social Media Comments For Deeper Contexts



A

**A G E N D A**

**Pitch**  
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## Go Naked...

That was a fat whoopsie. Let me rephrase.

Actually, I did mean naked, but not like that. How dare you ;)

Truth bomb (soz) is that ***no human on this planet deserves to be put to sleep by your crappy slide deck.*** There, I said it.

Shove it back in your '*awesome things about me*' folder and lean in here.

The words ***present & pitch*** leave many solopreneurs losing their mind. They miss the point as it's slightly misleading.

Between you, me and the back fence, we're are trying to sell ourselves like our livelihood depends on it.

*But*, the wrapper from which we deliver our agenda & vibe must have a different appearance in their eyes. ***Perception is everything.***

Leave that slide deck in your top drawer as you won't be needing it (they only hold us back anyhow).

Do it.

This isn't a joke.

It's a meeting, not a meditation right?

Taking the PPT presentation deck away from your clutches removes any barrier that may prevent a ***valuable information exchange*** with your people. "*Vote 1 - don't put them to sleep*"

Regardless of how long it took to make, (contrary to what most think) - *it won't move the needle.*

## ***No Logos...***

Ever sat through one of those corporate seminars where the end goal is likely to try sell you something?

Even if you haven't been as '*lucky*', let me tell you there's but one thing in particular they lean on to convince you to shell out your hard earned.

Their client testimonials.

Tread carefully here as this could go sideways for you.

People don't really care about the (client) logos you share across. They're boring anyway.

Sure ***credibility is paramount***, and some reference is helpful.

Point is (if you must) share only the most relevant (similar) client information. Just don't do it in a corny show of how cool you are.

Be humble and use any previous client experiences to paint ***a world of possible transformation*** for those in front of you now.

Keeping a ***cleanskin meeting format*** is a completely human-forward philosophy indeed. The old, in some ways, becomes new once again. They're craving it.

Where being ***completely focused only the people in the room*** with you is the easiest path to winning the deal.

Wait a minute. Maybe just one more point.







Possibly something to clarify on the bare naked thing...

## Disclaimer -



Okay. Okay. (Okay).

If you absolutely must use slides or demo a product, here's some '**don't bore the trousers off them**' golden rules you need to be aware of

-  Images > Text
-  Summarize & Expand Key Points Only - (don't read every word)
-  Look At Your Attendees (In The Face)
-  Keep The Conversation Bouncing BOTH Ways
-  Ask Questions To Maintain Flow (provides useful 'data')
-  Only Show THE MOST RELEVANT (to *them*) Slides

## ***Lose The Script...***

Dead serious.

Be prepared, yes.

Just not too stiff or structured.

Creating an outline that promotes a ***both-ways conversation*** is key.

This is crunch time mi amigo, in the preparation of what you have to share.

Set yourself apart from ***vanilla competitors*** who previously put these meeting attendees in a meeting coma. (ouch - it happens a lot)

## ***Do this...***

Sketch out a draft ***discussion outline*** on a note pad. You know, things you expect to be asked, and points you wish to cover.

Not a set-in-jello list.

There's a bigger than Ben Stiller difference between the two. A ***flexible outline*** is key to acing it.

And that's exactly why a script isn't recommended. Whilst it may feel good to be prepared, it often has the opposite effect and makes us come off robotic and awkward.

Create a thoughtful bullet list guide for sub topics to discuss. They'll act as the ***agenda backbone*** as the conversation progresses.

Like a warm cup of swiss hot chocolate you're now setting yourself up to deliver a smooth and professional account of yourself and your offer.



## ***The Main Course...***

Some call it Storytelling A-B. My favorite guiding principle is simply known as  
- *help your potential customers to join the dots.*

An effective way to do this is to help them cast a transformational vision of  
the future (with you in it) - achieved by discussion around your

Experience

Lessons

Learnings

Consultative Advice

Capability (specific to their needs)

Remember we're **conversational** here right?

Back to the **note pad** (you do have it yeah?).

This is where it will help you shine.

It's sole purpose is to provide a semi-structure of key topics to cover or  
discuss, whilst being flexible enough to allow for the likely twists and turns to  
occur - *and they will occur.*

An **overarching framework** to revert back to in order to prevent any  
dreaded awkward moments from hurting your chances.

Analysis Paralysis is real.

Forgetting your words or losing your way need not be an issue when any  
chance of overthinking is removed.

Time to draft the outline (\*warning - *you will need to do the thinking*)

## ***Format...***

A **discovery format** is a strategy that allows both parties to exchange the information they need to evaluate the possibilities of moving forward.

Gaining a deeper understanding of the prospective customer's market scope, purchasing behavior, client policies and challenges they face are all available to you if you're prepared to co-facilitate the meeting direction.

A discovery type approach removes any potential for the '**shield of resistance**' from our buyers allowing for more meaty discussion around possibilities.

The client logos didn't make it on this trip, but don't fret pet.

**Meeting mercenaries** use those.

Establishing credibility and capability is achieved from bringing **industry insights** for their benefit. It's selling yourself, just not in a cheesy way.

By framing this as '**exploring potential fit**' the 'trust-o-meter' stands a much better chance of gaining a higher score.

All without being pushy.

Sure pitching is somewhat like an interview, but no reason you can't **flip the script** with your own questions for them (*this is the art of turning the event into more of a mutually beneficial conversation*)

Thoughtful questions are your best friend.

Time is precious - don't waste time nattering about non important small talk as you have a job to do. You may get 45-60 at best. Use it wisely.

**\*\*Last thing - never (ever) leave without clear understanding of what the possible next steps look like** - back yourself to ask this or regret living in deal limbo!



**V I B E**

**Pitch  
Genius.**

## ***Professional Yet Conversational...***

The overarching lesson I wish for you to tattoo to your forehead now is



***"Success in any presentation is determined by your ability to create an atmosphere that is more CONVERSATION than a pitch"***

Read that back to ensure it sticks like wood glue to a shoe.

This is the actual 'magic' of the framework in it's purest form.

The objective is to keep keep everything as simple as possible to control the atmosphere (and your emotions!).

Keeping the 6 inch galaxy between your ears free of stress and discomfort will allow your brain the 'room' to ***tHiNK*** through questions or deviations from your intended meeting outline.

Being mentally present ensures the attendees to get a real sense of your ability to be flexible and in control whilst you keep a 127% focus on their needs.

### ***Pluck The Fluff...***

Funny how oftentimes we plan our meetings around false expectations of what other people to wish to see from us.

In all our desire to fit what we guess the prospect expects - we're completely missing the whole point.

You're invited to pitch because of YOU.  
(right?)

Being yourself, whilst an overgrown cliché in many circles, is simply just that.

Remove any temptation to add ***inauthentic layers*** and just go for gold as you are.

Double clicking on previous points



***"Taking care of the vibe will almost completely ensure the meeting will flow positively & naturally"***

Whether by video or in person, the fundamentals of attitude and body language still have much to do with successful outcomes.

Acquiring a new client or selling your course is predicated on ***ticking off the sum of all parts*** to the formula.

## ***Own The Room...***

Not the fake sleazy kind of bravado or arrogance.

Just a genuine confidence in your ability, your widget or service offering that forces you to keep your chin up and chest out.

I'll say it again - you CAN do this.

Those you're meeting with have likely been through this before. Many will have good sense of body language and can sniff out folks unsure of themselves.

You're being evaluated on more than what you say, so just be mindful that it is ***YOU that sets the vibe of the meeting.***






Doesn't take rocket surgery have them believe - '***they're the one***'. Just enough trust in your ability to deliver on whatever it is you are putting forward.

As long as you don't

- Decide at the last minute to bring the script (don't!)
- Ask any kids for a list of lame dad jokes
- Act like a right jerk

There's no doubt you'll come away feeling tickled purple that you did a stellar job.

***Vibe Bonus Points...***

-  Smile (eyes as well)
-  Eye contact with everyone
-  Lean in to the conversation
-  Slow down your talking
-  Don't waste what might be one shot (thanks slim)

Now.

Go win that client already!

(And let me know how it goes)

Best Wishes

Stu | The Long Game



03

# OTHER HELPFUL BITS

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L



LET GO  
OF OUTCOMES

**Pitch**  
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Here's the late news in case you've been living on Gilligan's Island with Ginger & The Captain for a bit.

No one can control outcomes or the choices other people make.

In life or in business. So don't sweat.

For all the care you take with the **Pitch Genius** framework - any opportunity to progress the conversation (or win a client!) is in the hands of the creator gods once you hit that little **red** *leave meeting* button.

Just keep going. More outreach right?

Your goal is to join the dots & frame yourself as the **ONLY** logical solution for them.

That's it. Do an exceptional job of that (not hard) and you'll leave the meeting as chuffed as a chimney with your chances.

Be completely at ease if you:

Have an Explore Approach V Go For The Throat  
Demonstrate Relevance & Exceptional Value  
Prove Your Homework Is Well Researched  
Deliver The Meeting Naked (stop laughing)  
Play Cool & Detach From Looking Needy  
Bring Insights For Peer Credibility  
Don't Waste Their Precious Time  
Don't Use A Script  
Smile



Above all remember trust is both earned or burned at this point.

Stand head and shoulders above your competition by displaying everything they'd want to see in a potential partner.

Time to shine.

STU LIERICH

# The Long Game

WRITE EXCEPTIONAL COLD EMAILS

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HELP ▾

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