Steve Jobs – Pitch Checklist

Humble Intro: Thanks for coming.

Excitement: I’ve been looking forward to this day for 2.5 years.

History: Every once in a while we get to be involved in a revolutionary product, we are going to create history today.

Setup for Unique: Not going to give you dog and pony.

Brag a Bit: We’ve been doing some great work with [relationship mapping], especially for [sales prospecting], A few weeks ago we did our 100th …,

Con: We lured you here with a breakthrough product, something [salespeople] will not be to live without. It’s unbelievable.

Introduce Problem: Problem is..., Who wants a…, This is what you want to do but you can’t… [show web page with twenty google searches on it], People who are really serious about [sales] need …,

Current Solutions Contrast: There are four current solutions [display on screen side by side or in a simple table chart], this is where we want to be.

Trash talk: Trash talk silly behaviors that products cause (“everybody does this”), don’t trash talk the competition.

Contrast: Show contrast between really old versions of your product [yours or other peoples] and the current versions.

Contrasting Axis: Show where current solutions fit into axis of [smart and easy, cheap and powerful, etc.]

Third Product: Is there room for a product in the middle of these other two products. Well if there is it is going to have to be really good at these certain tasks (list tasks) [show contrasting products on either side].

All in One Catch: We’ve got three major breakthroughs we want to present to you today, a [multiple search web browser, relationship visualization tool, no-type spreadsheet, and a social media tool that can view connections beyond your password protected circles. [show images of three separate and then an image that brings them all into one]. You see where I’m going here. These are not three separate products, these are one product.

Ipod wih Rotary Dial: Here it is [jokingly show an image of three products goofily slapped together].

Big Words: It’s a quantum leap, revolutionary, breakthrough, first and only, legendary, works like magic, phenomenon, what it does is extraordinary, unbelievably great, way better than, to be able to [] is extraordinary.

Product Demo: Let me give you a quick overview [still shots of main features].

Live Demo: That’s an overview but its nothing like seeing it. I happen to have one here.

Demo Words: Zip around, fast, ease of use, design, palm of hand, don’t have to, never trust a…

Metrics: Pick your best metrics and make them the only thing on the screen in huge letters.

Enforce Impressiveness: How do we do it?

Business Model: How we run our business?

Customer Value Proposition: How it works for our customers?

Dramatic Pauses: Silence strengthens point.

That’s not it: But we did not stop there, this is only the tip of the iceberg, that’s not all, it’s more than just.

Musts: Always talk about beautiful product design and ease of use.

Proof: Our users love it, we get rave reviews, we’ve been vetted by.

FOMO: Fear of missing out. We already have sold/raised all we need but we have held back some for you or we might be able to fit you in.

Advertisements: Show advertisements about product to emphasis how you will portray it to customers.