

THE CAPSTONE PITCH

“
You get what you pitch for & you’re always pitching
”

TOP SEVEN PITCHING MISTAKES

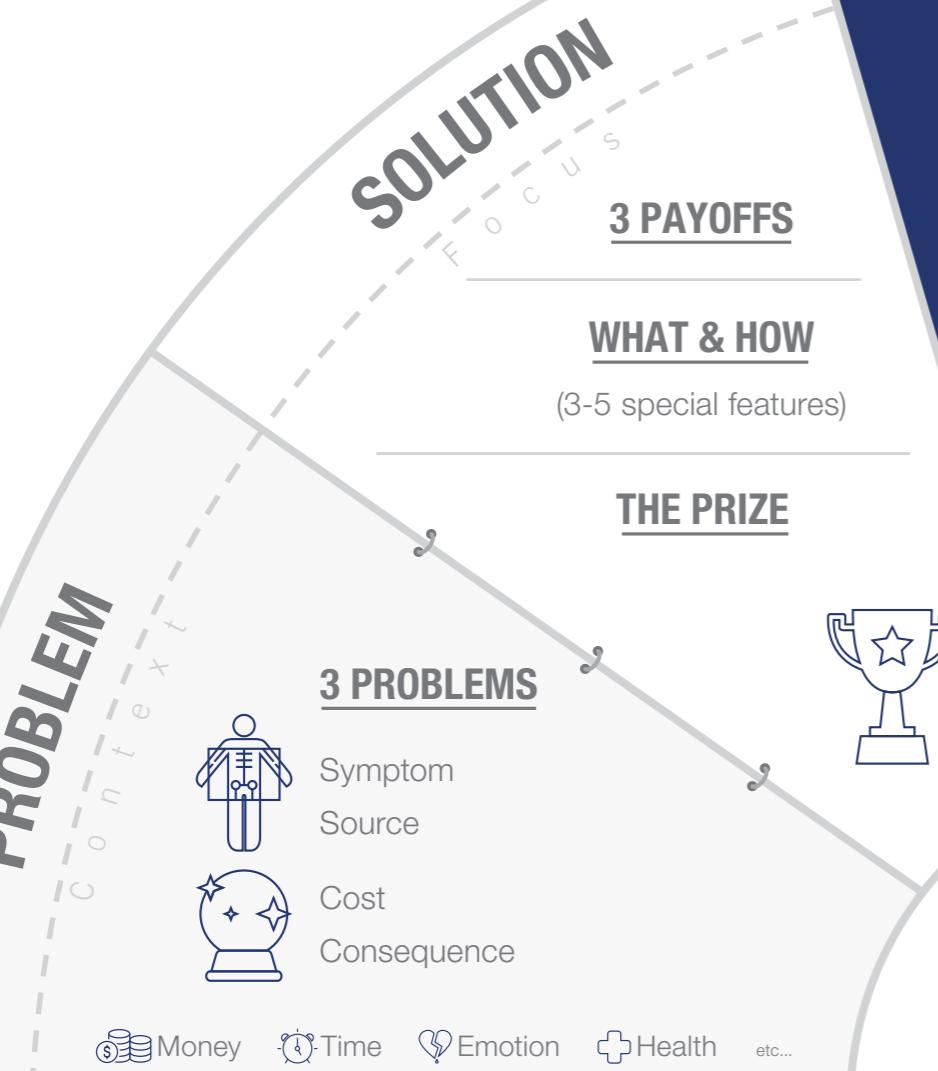
- 1 Pitching in your mind, not in the market.
- 2 The fear of rejection
- 3 A lack of repetition
- 4 Not considering the next step
- 5 Underestimating connectors
- 6 Over-selling
- 7 Over-scripting

THE OPENING

Right Time + Place

WINDOW OF LISTENING

Rapport



CLARITY**Name:***Personal / Position / Company***Same:***Industry / Profession***Fame:***Specialty / Niche / Status / Results.***AUTHORITY***Why should I listen?***Experience:***Formal vs 'Real World' (Degrees, qualifications, licenses vs Years in industry. # of clients, etc.)***Association:***Influencers, Brands, Media, Memberships, etc.***Accolades:***Awards, industry testimonials, influencers testimonials, etc.***Results:***We guarantee x. We're known for delivering x. Our clients experience x etc.***PROBLEM***What 3 big problems do your ideal customers have? Symptoms > Source > Cost > Consequence.***Problem 1:***Punchy Hook + Short Explanation***Problem 2:***Punchy Hook + Short Explanation***Problem 3:***Punchy Hook + Short Explanation***Ultimate Pain (Secret Fear):****SOLUTION***How do you solve those problems?***What:***In simple terms, describe what your product / service is. e.g. Business Mentoring Program.***How:***Describe some of the key features that explain what people get when they work with you.***3 Payoffs:***A short, punchy benefit that is opposite of the problem. e.g. Invisible > Stand Out.***The Prize:***A unique expression that captures the essence of the desired outcome. 'Key Person of Influence'*

THE WHY**Origin:**

Origin for the passion of what you do.

Mission:

What are you here to help your clients achieve?

Vision:

What kind of future do you want to contribute to creating?

Giving Philosophy:**OPPORTUNITY****Proposal:**

In simple terms what do you want them to do?

Wedding:

What will their life be like if they accept your proposal?

Honeymoon:

What short term or immediate benefits will they get if they say yes?

NEXT STEPS**Call to Action:**

What immediate and specific action do you want them to take?

ESSENCE**Reputation:**

(Reinforce the prize / fame / what you're known for.)

Feeling:

Sum it up in a way that leaves people with a specific feeling.

AUTHORITY | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

MY AUTHORITY

The area / topic I'm looking to demonstrate authority in is

EXPERIENCE

My formal experience and qualifications include (Degrees / Qualifications / Licenses etc)

My 'real world' experience includes (No. of clients / Years in industry / Customers Shoes etc)

ASSOCIATIONS

High profile people I've worked with include

We've worked or collaborated with respected brands like

I've been featured in the media including

I'm a member of

ACCOLADES

My formal awards and accolades include

My informal accolades include

My 3 dream accolades are....

"....." - iconic personality

"....." - iconic personality

"....." - iconic personality

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

AUTHORITY | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

RESULTS

Quantify your results

Results Achieved

We've worked with over clients over years, across locations.

We've worked with some well known brands including

We were recently awarded

Results Delivered

We guarantee

We're known for delivering

Ultimately, our clients achieve

We have a track record of

We increase our clients by

AUTHORITY INTRODUCTION

Name, Same, Fame + Authority.

Ladies and Gentlemen, allow me to introduce...

NAME

SAME

FAME

AUTHORITY

Please join me in welcoming [NAME]

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

PROBLEM | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

CONTEXT

Financial

Financial trends relevant to my audiences dominant problems

Some context for your audiences 3 dominant problems

Social

Social forces impacting my ideal customers three dominant problems

Technology

How have changes in technology contributed to the problem your prospects are experiencing

Other *Environmental, political, psychological, geographical, scientific, historical...*

How have changes in technology contributed to the problem your prospects are experiencing

SET THE SCENE

A big picture perspective as to why these problems exist.

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

PROBLEM | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

PROBLEM 1

The Hook *A short and punchy headline like statement summarising the problem / symptom.*

The Explanation *Further develop the problem/ symptom/ source/ cost/ consequence.*

PROBLEM 2

The Hook

The Explanation

PROBLEM 3

The Hook

The Explanation

SUM IT UP

Costs and consequences

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

SOLUTION | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

FOCUS

In your experience, what do people need to focus on if they want to succeed?

If they want to solve the problem, what should be their top priority?

BREAK IT DOWN

What's the organising first principle?

What's the most important concept or idea they need to understand?

INSIGHT

What's a fundamental insight people need?

A quote that frames your solution nicely [e.g Success requires the ability to influence.]

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

3 PAYOFFS

1.
2.
3.

PAYOUT 1

The Hook *A short punchy headline like statement summarising the payoff.*

The Explanation

PAYOUT 2

The Hook

The Explanation

PAYOUT 3

The Hook

The Explanation

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

SOLUTION | Worksheet

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WHAT & HOW

e.g. structured business mentoring program.

In plain and simple terms, describe your core product or service.

SIGNATURE METHOD

In a single sentence, introduce your signature method.

HOW

e.g. "It provides **camaraderie** and **collaboration** [benefit] through our **private online community** [feature]"

1.
2.
3.

THE PRIZE

A full and remarkable solution

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

THE WHY | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

People buy from people they know, like, and trust.

Make it personal, while not making it all about you.

WHY YOU? WHY NOW?

I'm passionate about

Future focused, purpose driven, value creators.

A key moment in my past that still drives me today is

My vision for the world is

My purpose beyond money is

MISSION VISION PURPOSE

What is your mission vision and purpose...

"I believe that technology alone is not enough. It's technology married with liberal arts, married with the humanities, that yields the results that make our hearts sing." - Steve Jobs

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

OPPORTUNITY | Worksheet

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SPECTATOR TO PARTICIPANT

An ask is for you. An opportunity is for them.

a compelling offer that your listeners can get involved in.

PROPOSAL

e.g. "I'd like to invite you to join the KPI program."

In simple terms, what do you want them to do...

WEDDING

What will their life will be like if they accept your proposal...

If it takes more than one breath to read it, cut it back

HONEYMOON

What short term, or immediate benefits will they get if they say YES?

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

NEXT STEPS | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

CALL TO ACTION

What IMMEDIATE action do you want them to take?

BE SPECIFIC

Break down the steps. Don't assume that it's obvious to your listener.

MAINTAIN MOMENTUM

When you've got momentum, you want to protect it.

Think of as many things that could break momentum as possible.

Make a plan to ensure they don't happen.

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

REPUTATION

I/we want to be known for...

Remind them of the 'prize'

FEELING

I want to convey a sense of...

How you want to leave your customers feeling.

I want to leave people feeling...

REFLECTIONS & INSIGHTS

Little Wins/ ideas / moments of clarity

(7 hours of content - **11** touch-points - **4** platforms)

Your goal over the next 12 months is to 'tick all the boxes'. This will ensure your content ecosystem is comprised of enough insightful content that will help to prime your audience to buy.

6X 1000 WORD ARTICLES.

30min

- Our OMV
- Principle Method
- Insight 1
- Insight 2
- Disruptive Insight 1
- Disruptive Insight 2

12X 500 WORD ARTICLES.

30 min

- Use the Idea Generator to develop a variety of material.
- Post all articles on your Blog, Linkedin, FB, Medium etc.

6X 5MIN VIDEOS

30 min

- Repurpose your articles (or vice versa)
- Post all videos on Youtube.
- Consider a Series on your Principle Method.

12X 2.5MIN VIDEOS.

30 min

- Repurpose your articles (or vice versa)
- Create an 'About Us + OMV'

1 SPECIAL REPORT = 5500 WORDS

30 min

- Focus on your Principle Method
- Include a Simple Scorecard
- Include a next step.
- Encourage people to read before meeting you.

2X 3RD PARTY PODCASTS

2 hr

- Pitch podcasters to have you on their show.
- Post regularly to key platforms.

KEYNOTE TALK / PRESENTATION

90 min

BOOK

3 hr

TOTAL:

9 hr

NB: On average people read about 1000 words in 5 minutes.

THE IDEA GENERATOR | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

7-11-4 ESSENTIALS

KEY INSIGHTS

Foundational principles about your topic.

DISRUPTIVE IDEAS

Challenge thinking / be controversial.

PROBLEMS & SYMPTOMS

Diagnose headaches / pain-points.

MISTAKES, ERRORS & FAILS

Common blunders that slow progress.

PRINCIPLE METHOD

Showcase the whole, and it's parts.

COMMON OBJECTIONS

Expose the resistance to change.

DESIRED PAYOFF

Highlight attractive results or outcomes.

HOW-TO'S / GUIDES

Develop a useful resource / Map.

MORE TOPIC TRIGGERS

- Ask the most burning question in your niche.
- The Classic How-To
- The How-To Case Study
- The Unexpected Comparison
- The Guide
- Buying Guides
- Epic Fails
- Audience Questions
- Lessons Learned
- Inside Secrets
- Useful Tools / Tech
- Remarkable Transformations
- Product Reviews
- Topical Commentary:
[Contention] "Yes, but..."
[Combination] "Yes, and..."
[Attribution] "In the words of..."
- Key Dates
- Trending News
- FAQ
- Interview Questions
- Insights from data
- Principles / Maxims
- Slide Deck
- Brochure
- Blog

RE-PURPOSED FOR

- | WATCH | READ |
|--|--|
| LISTEN | DO |
| <input type="checkbox"/> Video
<input type="checkbox"/> Slide Deck
<input type="checkbox"/> Keynote Talk / Webinar | <input type="checkbox"/> Emails / Blogs
<input type="checkbox"/> Articles / PDF / Report
<input type="checkbox"/> Buying Guide / Brochure
<input type="checkbox"/> Book / Mini Book |
| <input type="checkbox"/> 3rd Party Podcast
<input type="checkbox"/> Own Podcast
<input type="checkbox"/> Soundcloud Playlist | <input type="checkbox"/> Diagnostic / Scorecard
<input type="checkbox"/> Survey
<input type="checkbox"/> Q&A
<input type="checkbox"/> Challenge |

- Bundles
- Sequences
- Bonuses
- Upsells

THE CONCEPT GENERATOR | Worksheet

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BIG PICTURE | CONCEPT | PERSPECTIVE

ANALYSIS | LOGIC | STRUCTURE

ENERGY | EMOTION | CONNECTION

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TREND

Past, present, future.

IDEA

The concept in < 10 words.

MAXIM + METAPHOR

A quote, metaphor, symbol, analogy, figure of speech etc.

MODEL

Show don't tell. Circles, squares, graphs & grids etc.

EXPLANATION

Make your point. Sum it up in a punchy sentence or two.

STORY

A journey of insight, struggle & victory.

STUDY

Proof, case studies, timelines, data & stats.

ACTION

Tips, tasks, to do's and next steps.

STRUGGLE

The Gap / Tension (pain / mistakes / resistance / dreams).

THE CONCEPT GENERATOR | Worksheet

PITCH · PUBLISH · PRODUCT · PROFILE · PARTNERSHIP

THE DOWNSIDE	TOPIC	THE UPSIDE
MISTAKES <i>Doubts / Attitudes / Errors</i>		
THE ULTIMATE DOWNSIDE		THE ULTIMATE UPSIDE

STORY SELLING | Worksheet

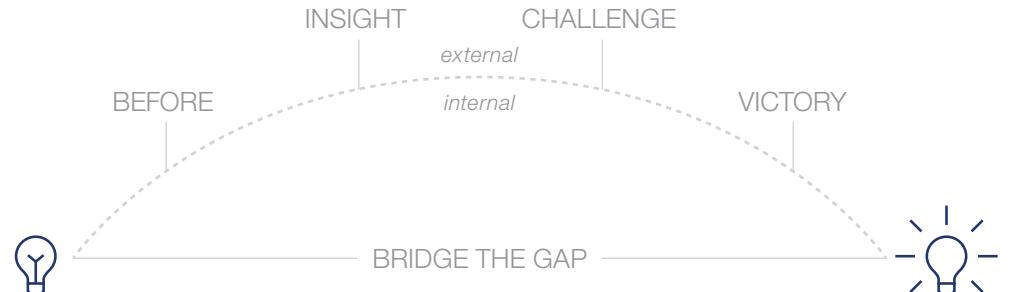
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SECTION A

Why Storyselling?

STORYSELLING

The architecture of the epiphany bridge.



Prepare a story for every predictable objection.

SECTION B | Mapping Powerful Storyselling Arcs

SITUATION (*Before*)

CALL TO ADVENTURE (*Insight*)

JOURNEY (*Challenge*)

NEW NORMAL (*Victory*)

ARTICLE GENERATOR | Worksheet

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ATTRACT

What's the main idea? Get my attention with a punchy headline.

DISRUPT

Challenge my mindset. What's a mistake I'm making? What's an 'old idea' I believe in?

INFORM

Flip my thinking. What's a new/better idea? Prove it. (story, case study etc)

RECOMMEND

Give me some things to do in order to change.

OVERCOME

Handle the most common resistance / objections to change.

REINFORCE

Sum it all up for me.

INVITE

Call me to engage or act in some way.

CONSIDER

Who, What, Where, When, Why, How | Certainty, Variety, Significance, Connection, Growth, Contribution | Pain, Pleasure, Tension, Resistance, Release | Proof, Data | Emotion.

ASCENDING TRANSACTION MODEL

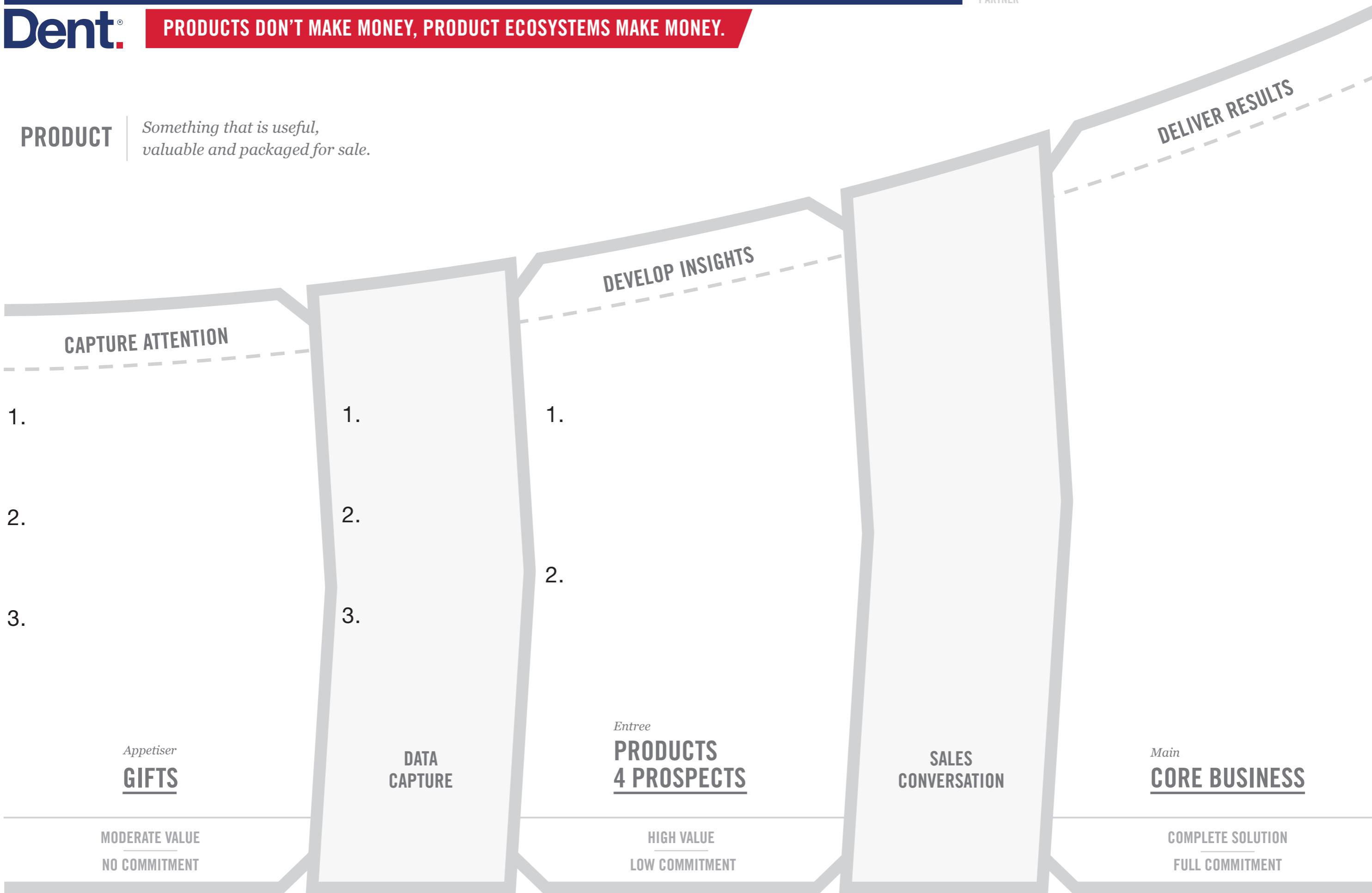
Dent.[®]

PRODUCTS DON'T MAKE MONEY, PRODUCT ECOSYSTEMS MAKE MONEY.

- PITCH
- PUBLISH
- PRODUCT**
- PROFILE
- PARTNER

PRODUCT

*Something that is useful,
valuable and packaged for sale.*



ASCENDING TRANSACTION MODEL

Dent[®]

PRODUCTS DON'T MAKE MONEY, PRODUCT ECOSYSTEMS MAKE MONEY.

- PITCH
- PUBLISH
- PRODUCT**
- PROFILE
- PARTNER

PRODUCT

Something that is packaged and priced to deliver a remarkable result.



11 GUIDING PRINCIPLES | Worksheet

PITCH · PUBLISH · **PRODUCT** · PROFILE · PARTNERSHIP

1. IT DELIVERS THE PRIZE.
2. IT MUST FOCUS ON IMPLEMENTATION, NOT IDEAS.
3. IT MUST BE PRICED FOR PROFIT.
4. IT MUST BE TANGIBLE
5. IT'S DESIGNED FOR A WELL-DEFINED NICHE.
6. IT SOLVES LOTS OF BIG PROBLEMS.
7. IT'S BEYOND YOUR ABILITY TO DELIVER YOURSELF.
8. YOU'RE REPLACEABLE.
9. IT'S PRICED BASED ON VALUE, NOT TIME.
10. IT DELIVERS UPON YOUR PRINCIPLE METHODOLOGY.
11. IT SHOULD OVERCOME YOUR IDEAL CUSTOMERS' BIG OBJECTIONS.

CURRENT STATE | Worksheet

PITCH · PUBLISH · **PRODUCT** · PROFILE · PARTNERSHIP

11 PRINCIPLES RATING

	Rate your current core product.					
1. It delivers The Prize.	0	1	2	3	4	5
2. It must focus on implementation, not ideas.	0	1	2	3	4	5
3. It must be Priced for Profit.	0	1	2	3	4	5
4. It must be tangible	0	1	2	3	4	5
5. It's designed for a well-defined niche.	0	1	2	3	4	5
6. It solves lots of big problems.	0	1	2	3	4	5
7. It's beyond your ability to deliver yourself.	0	1	2	3	4	5
8. You're Replaceable.	0	1	2	3	4	5
9. It's priced based on value, not time.	0	1	2	3	4	5
10. It delivers upon your principle methodology.	0	1	2	3	4	5
11. It should overcome your ideal customers' big objections.	0	1	2	3	4	5

CURRENT PRODUCT NAME

CURRENT PRODUCT DESCRIPTION

CURRENT PRODUCT PRICE

CURRENT STATE | Worksheet

PITCH · PUBLISH · **PRODUCT** · PROFILE · PARTNERSHIP

Feature

Sub Feature

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NAME

--	--	--	--	--	--	--	--

SPECIAL FEATURES

The 3-7 high value features of your core product.

MULTIMEDIA

Watch	Read
Listen	Do

ENVIRONMENT

Online, Offline, Onsite, Offsite, Boardroom, Workshop, Zoom, Skype, Webinar et al.

ELEMENTS

Timeframe (start/end), Cycle (continuous, repeating), Stages (beginner, advanced), Price Tiers (Bronze, Silver & Gold).

VISUALS

TEXT

The Name, The Pain, The Prize, The Payoff, Your Why, Your Values etc...

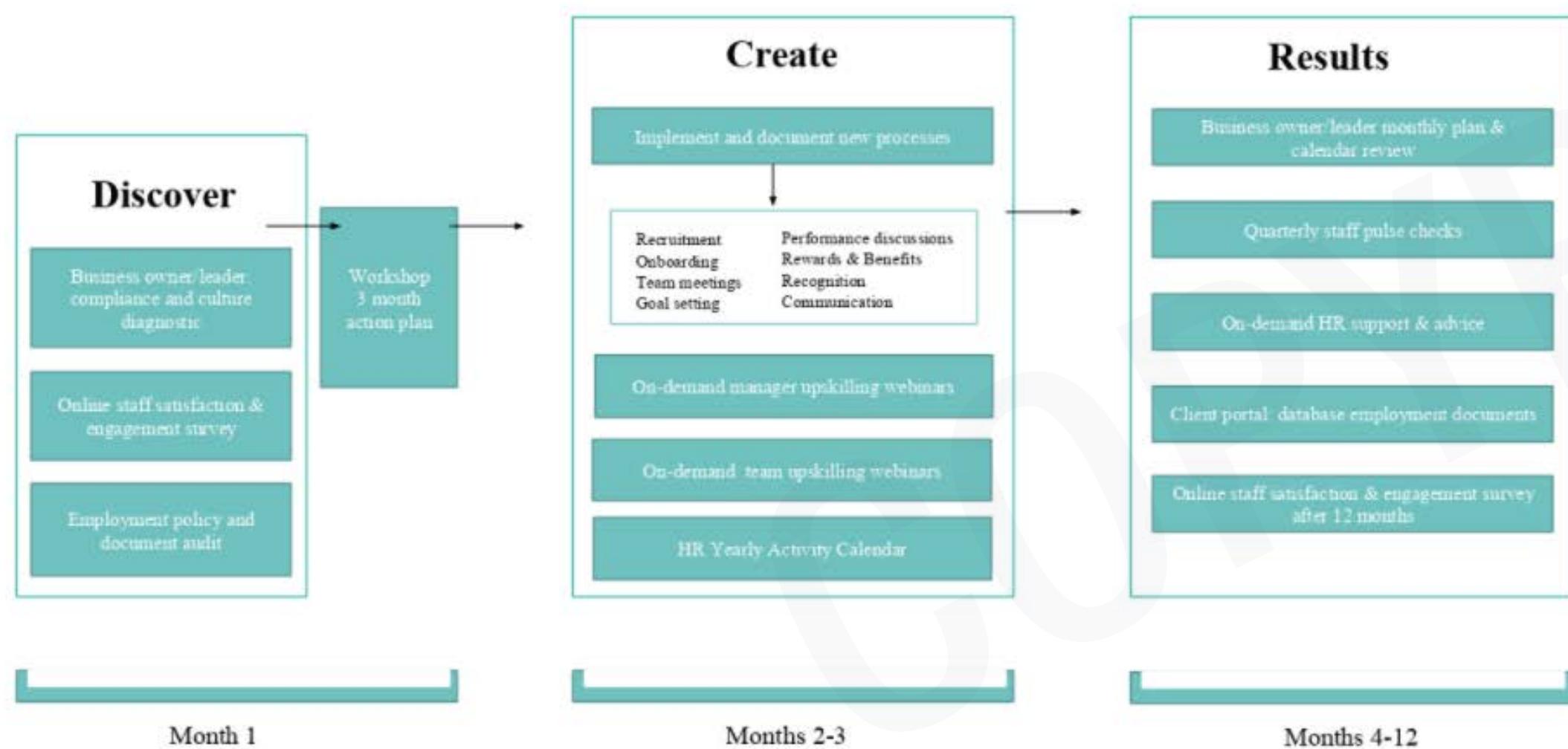
PRINCIPLE METHOD

Consider highlighting your principle method for continuity with your Gifts & P4P's.

SOME IDEAS

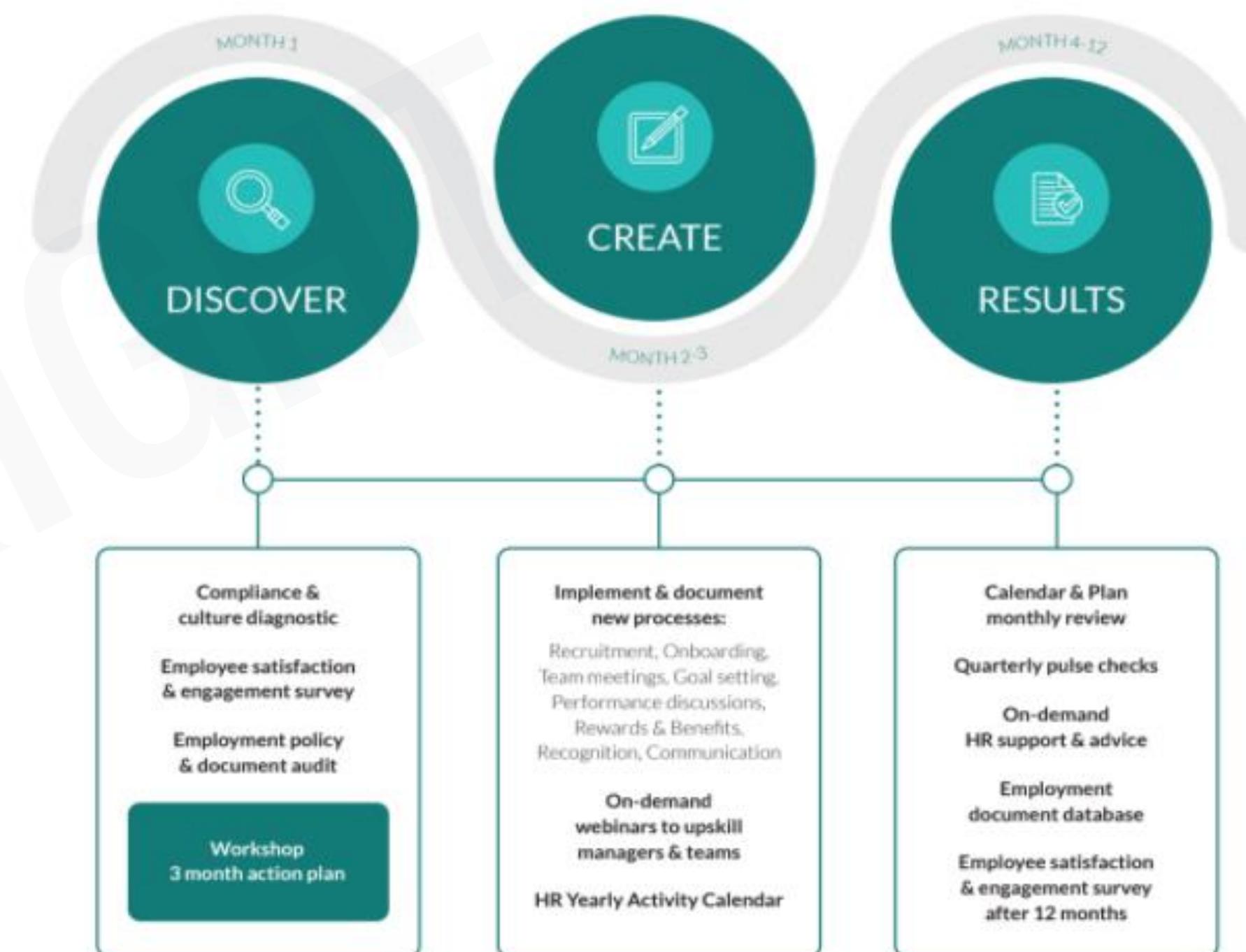
B E F O R E

Find.Grow.Keep



A F T E R

Find.Grow.Keep



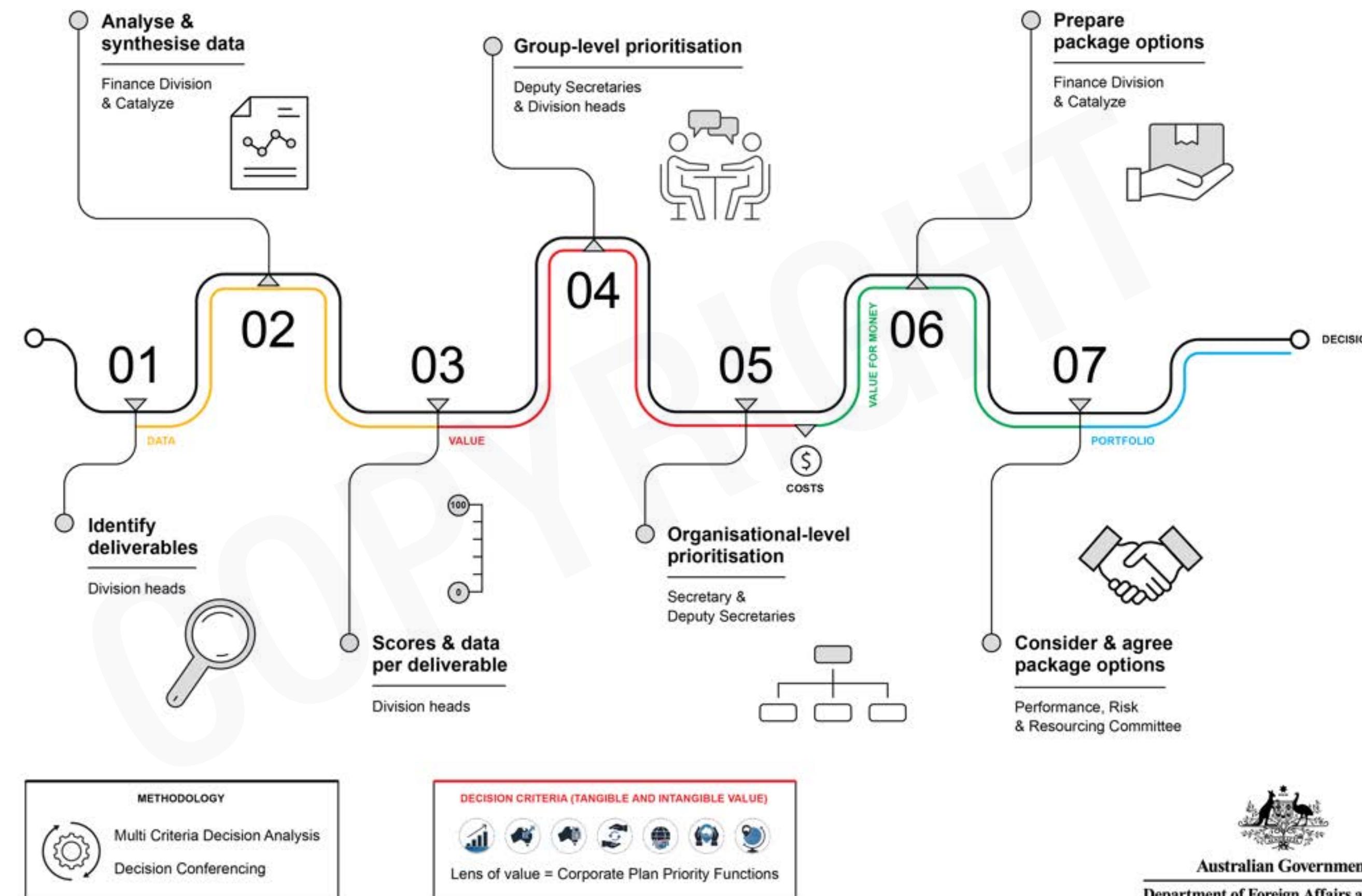
PRODUCT ON A PAGE EXAMPLES



Departmental Prioritisation Exercise 2020

STRUCTURED DECISION PROCESS

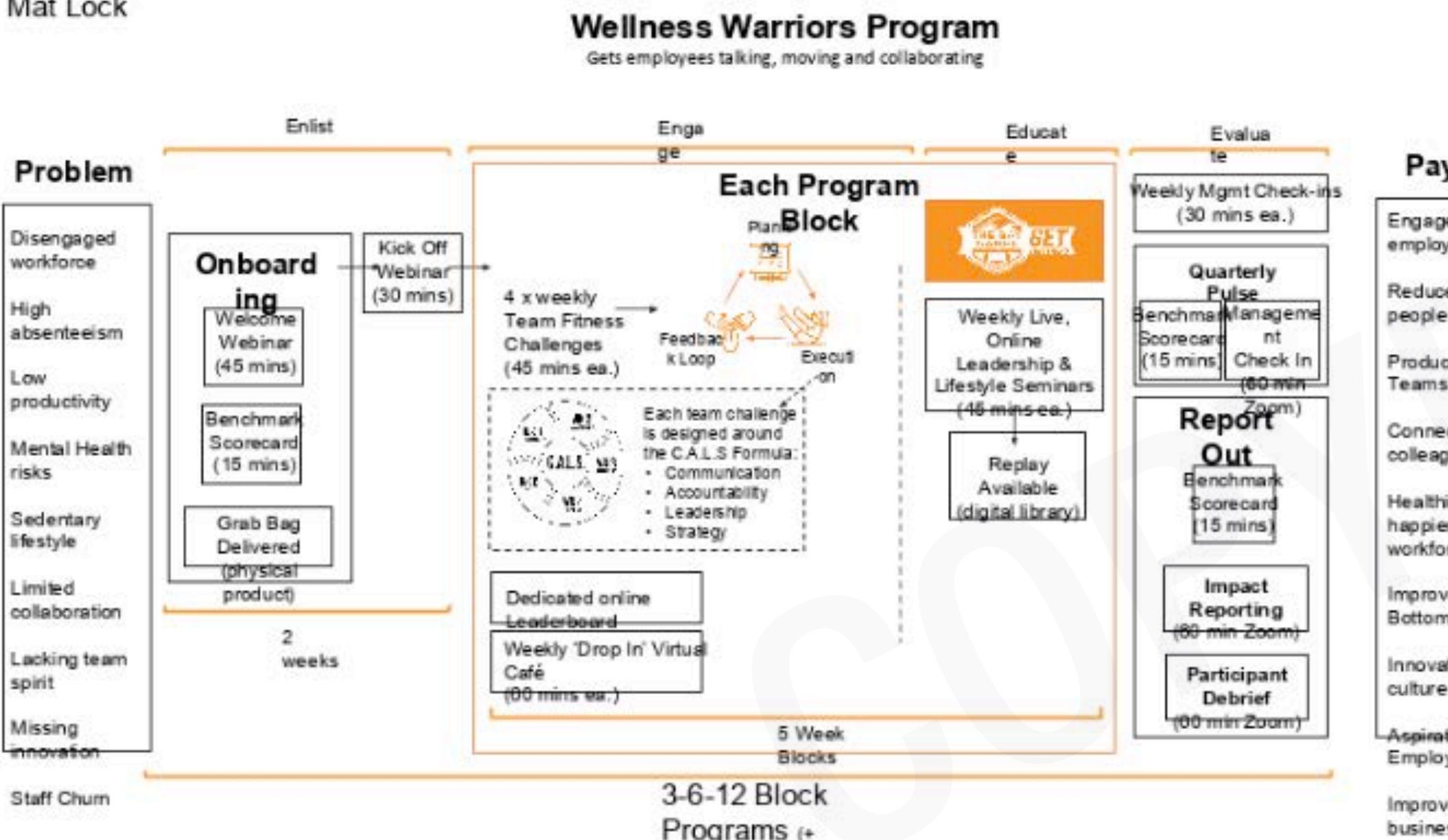
PRODUCT ON A PAGE EXAMPLES



SOME IDEAS

B E F O R E

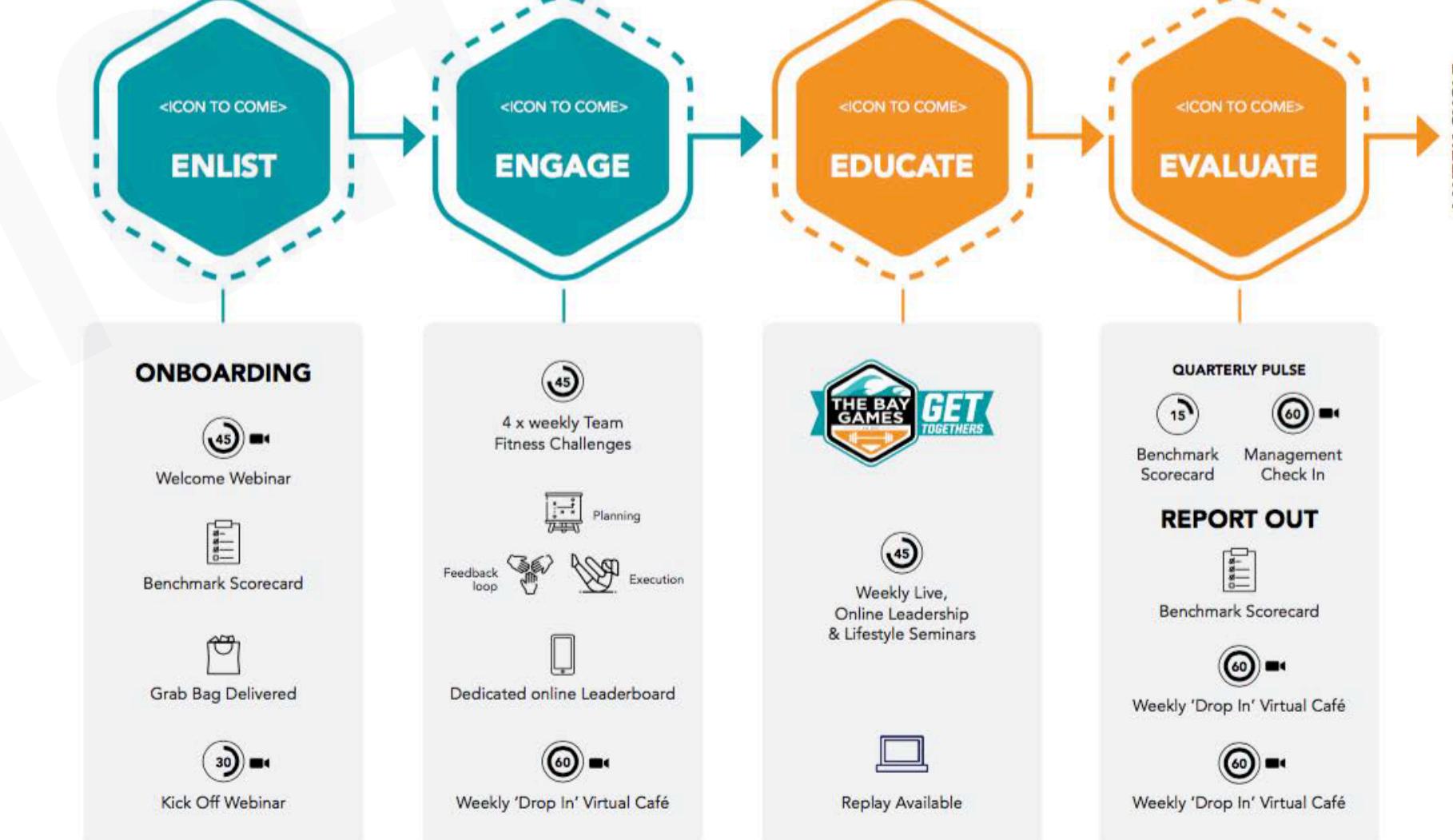
Mat Lock



A F T E R

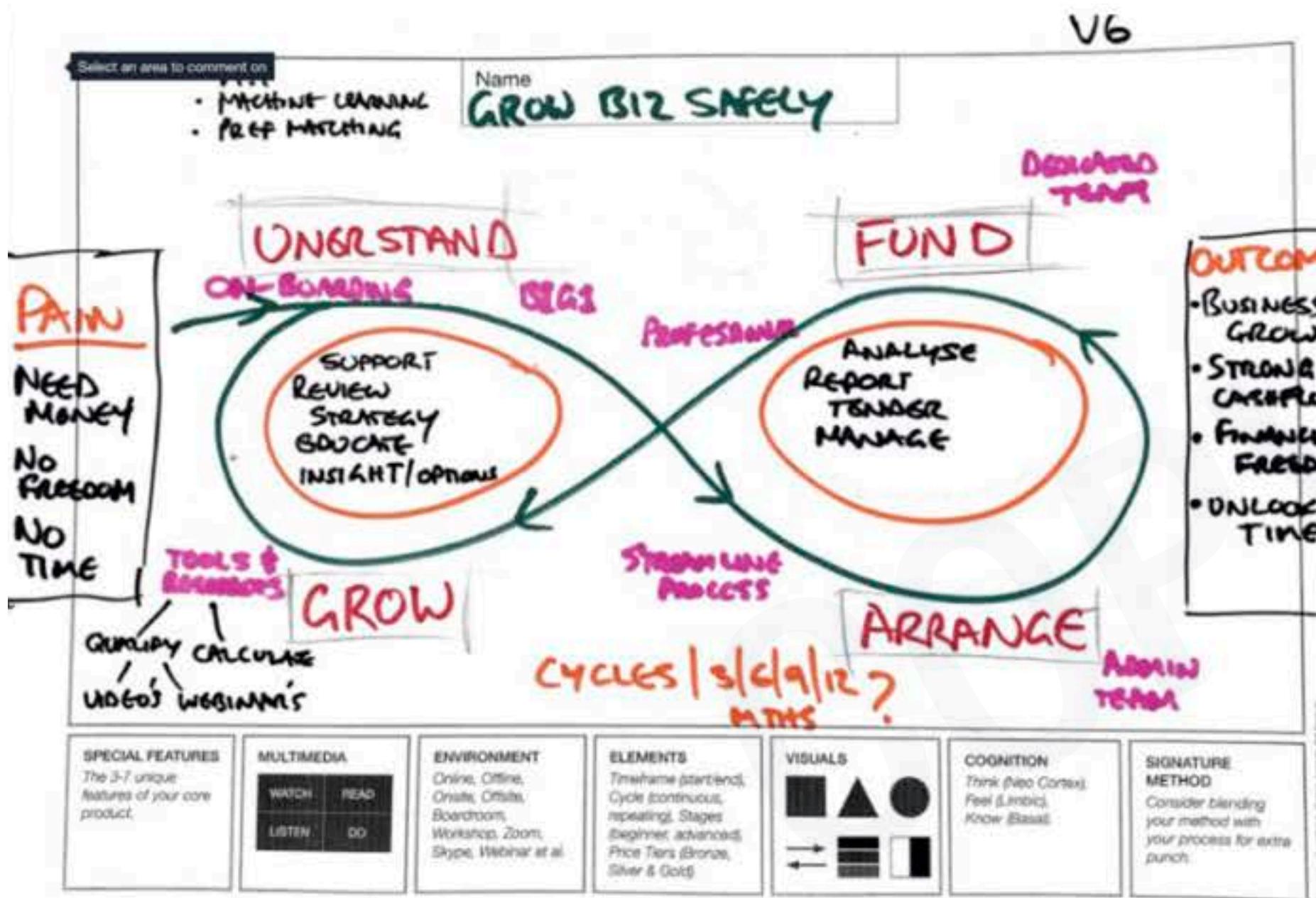
WELLNESS WARRIORS PROGRAM

GETS EMPLOYEES TALKING, MOVING AND COLLABORATING

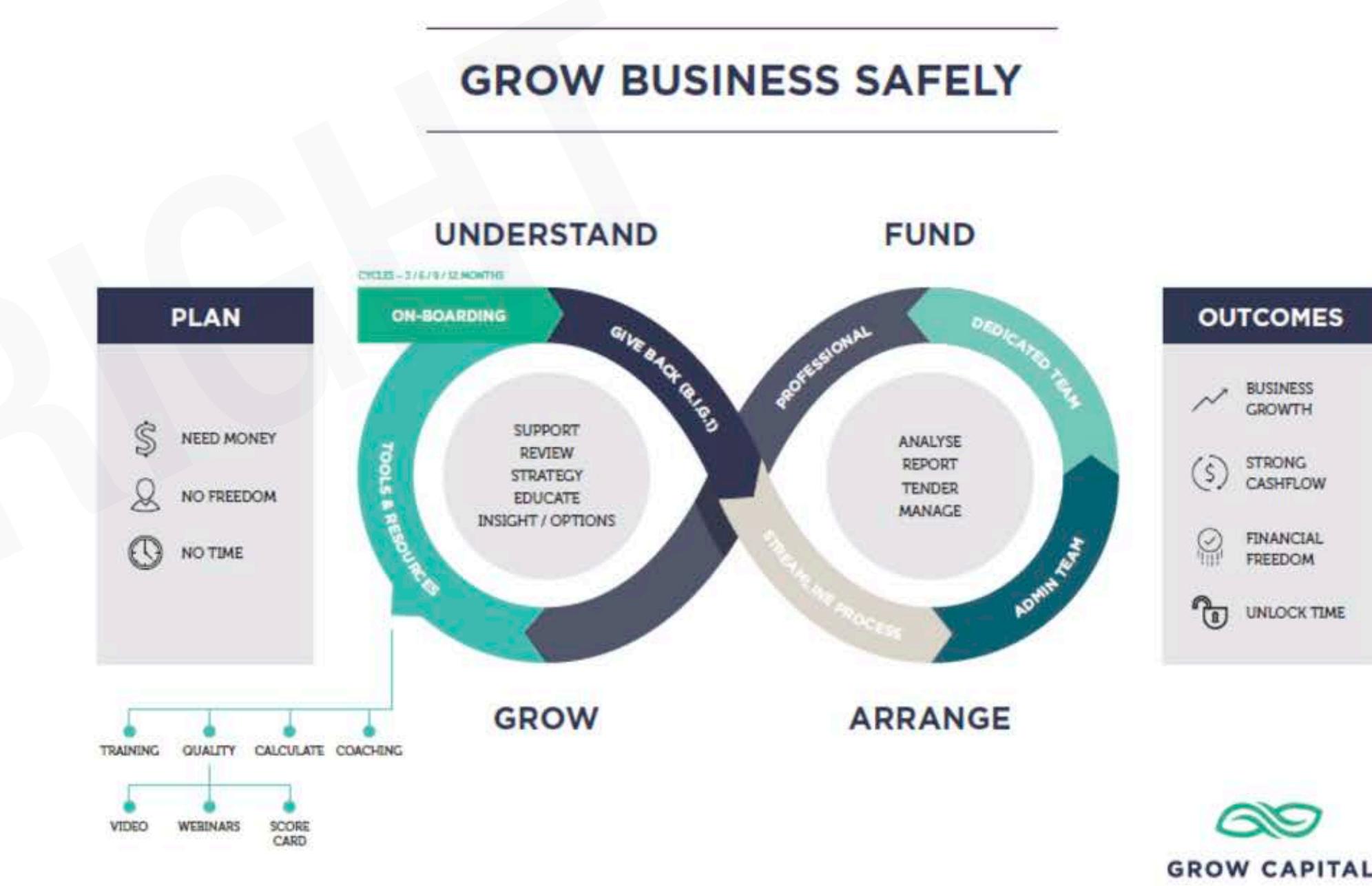


SOME IDEAS

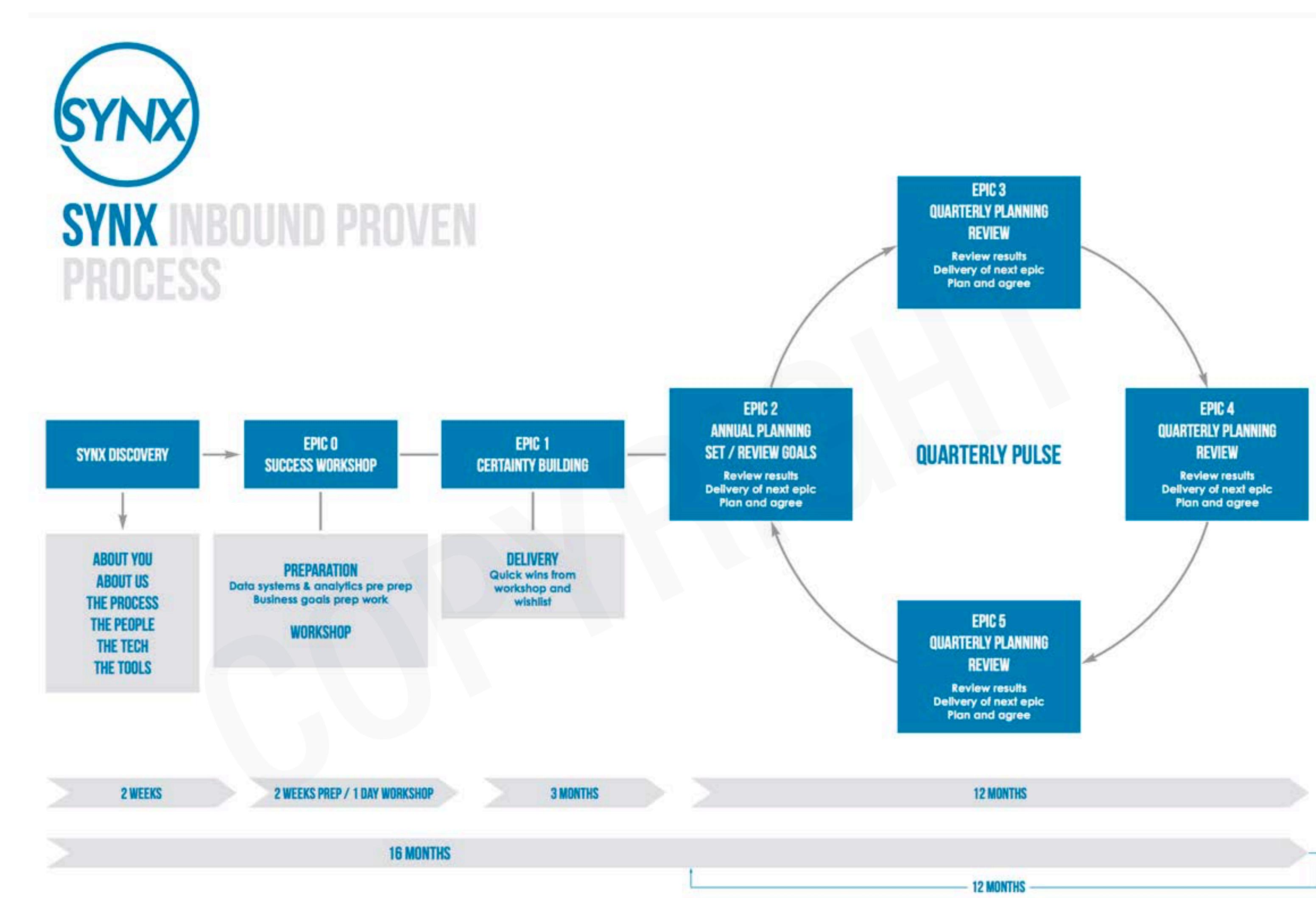
B E F O R E



A F T E R

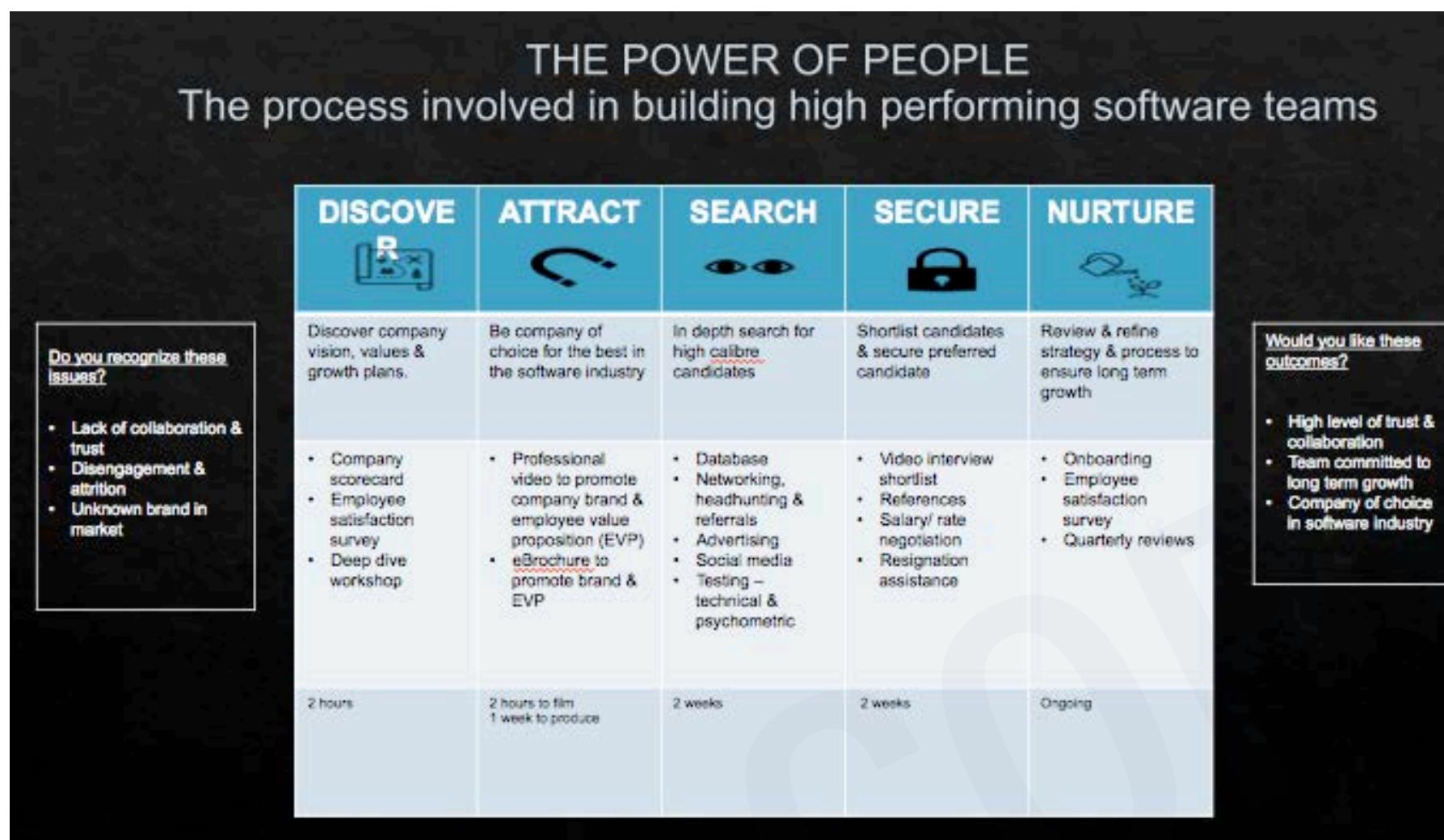


PRODUCT ON A PAGE EXAMPLES



SOME IDEAS

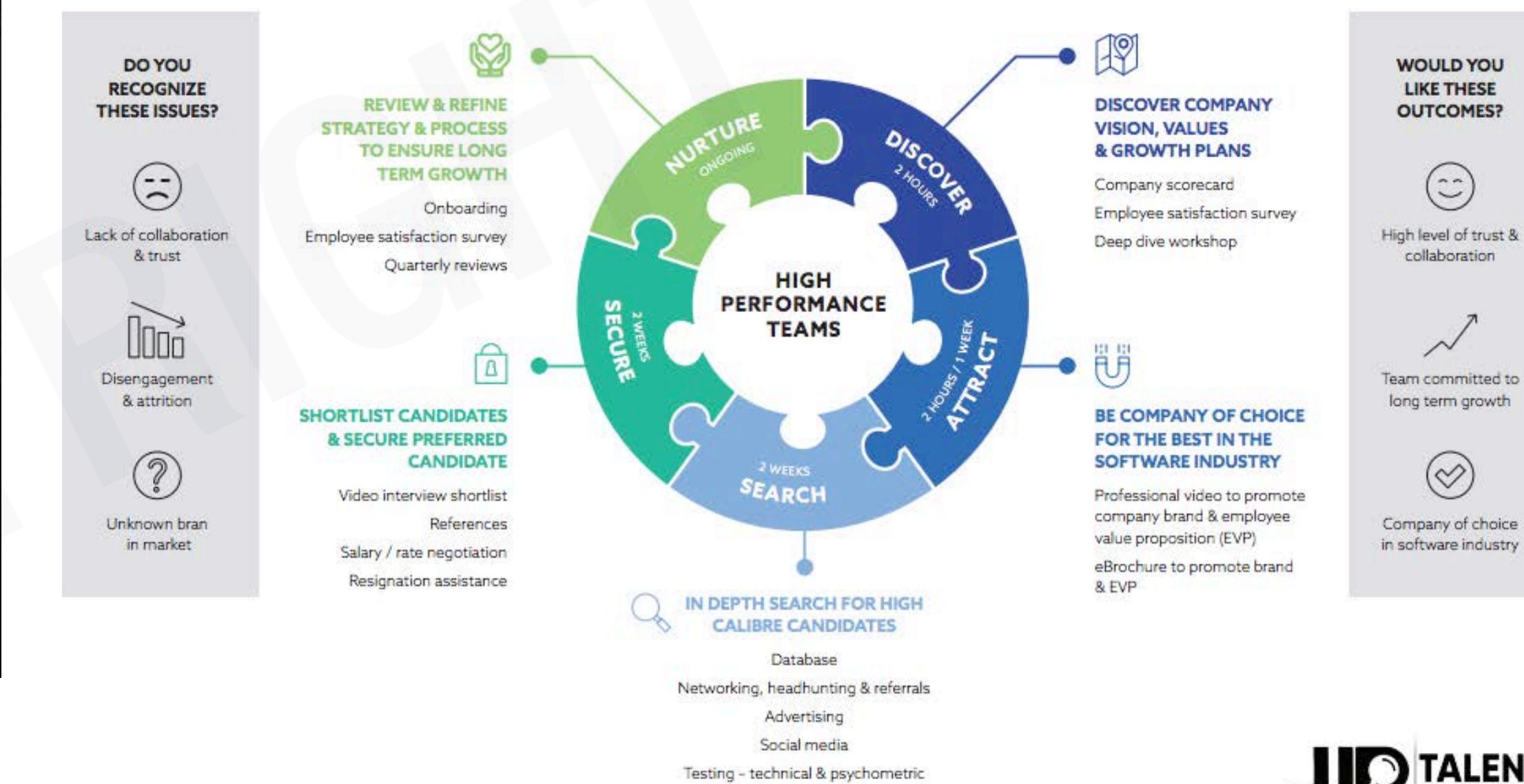
B E F O R E



A F T E R

THE POWER OF PEOPLE

THE PROCESS INVOLVED IN BUILDING HIGH PERFORMING SOFTWARE TEAMS

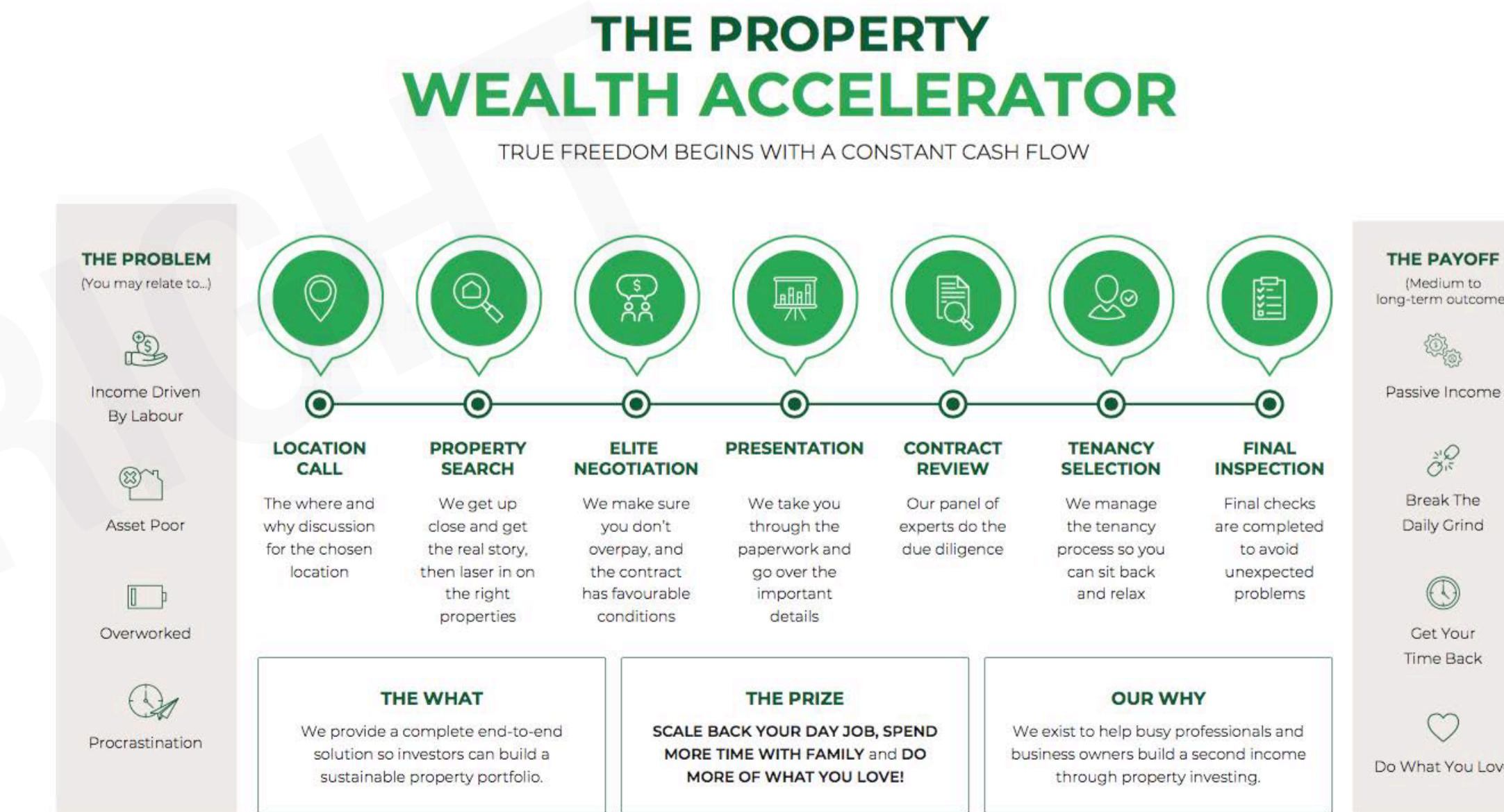


SOME IDEAS

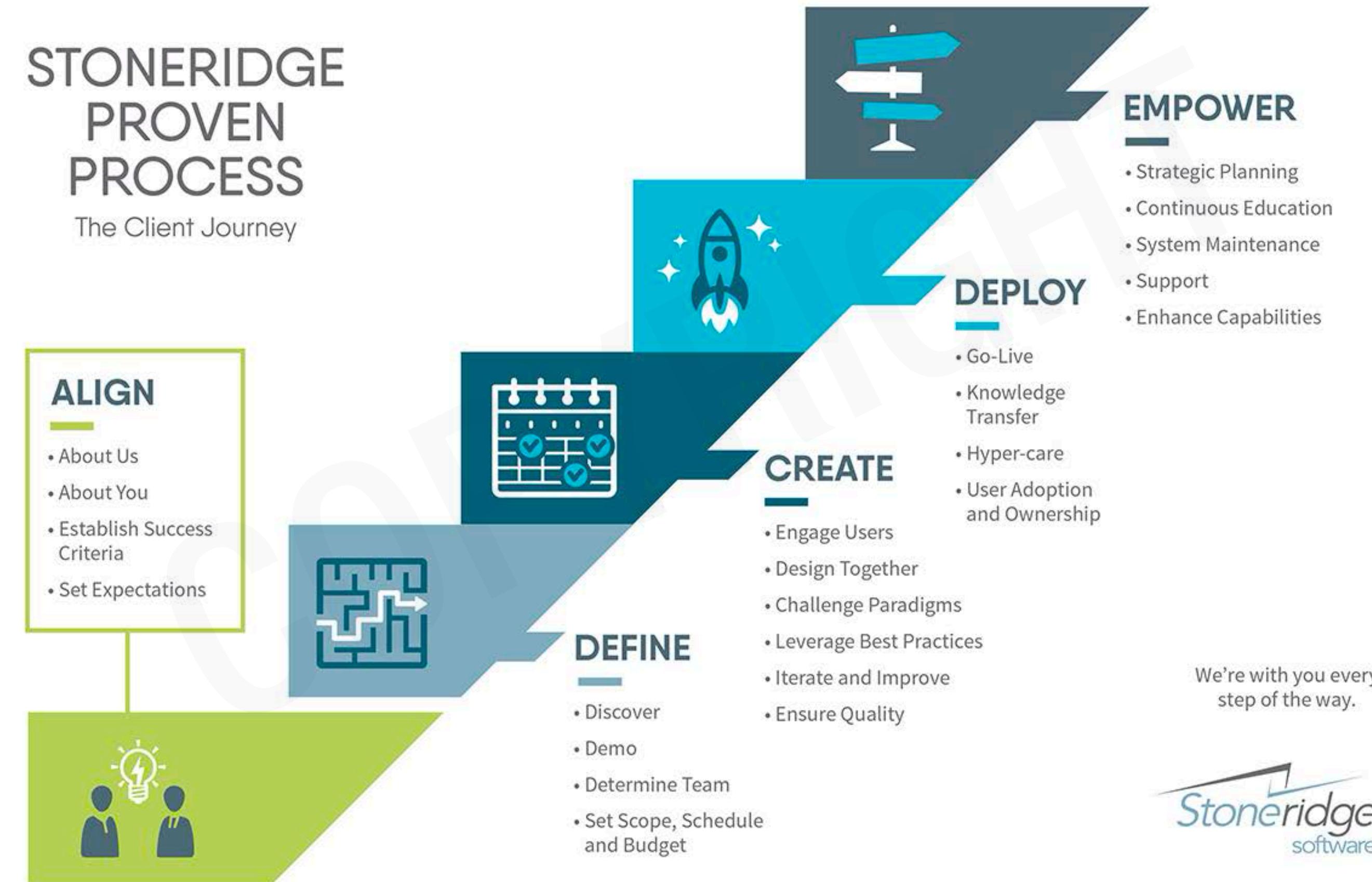
B E F O R E



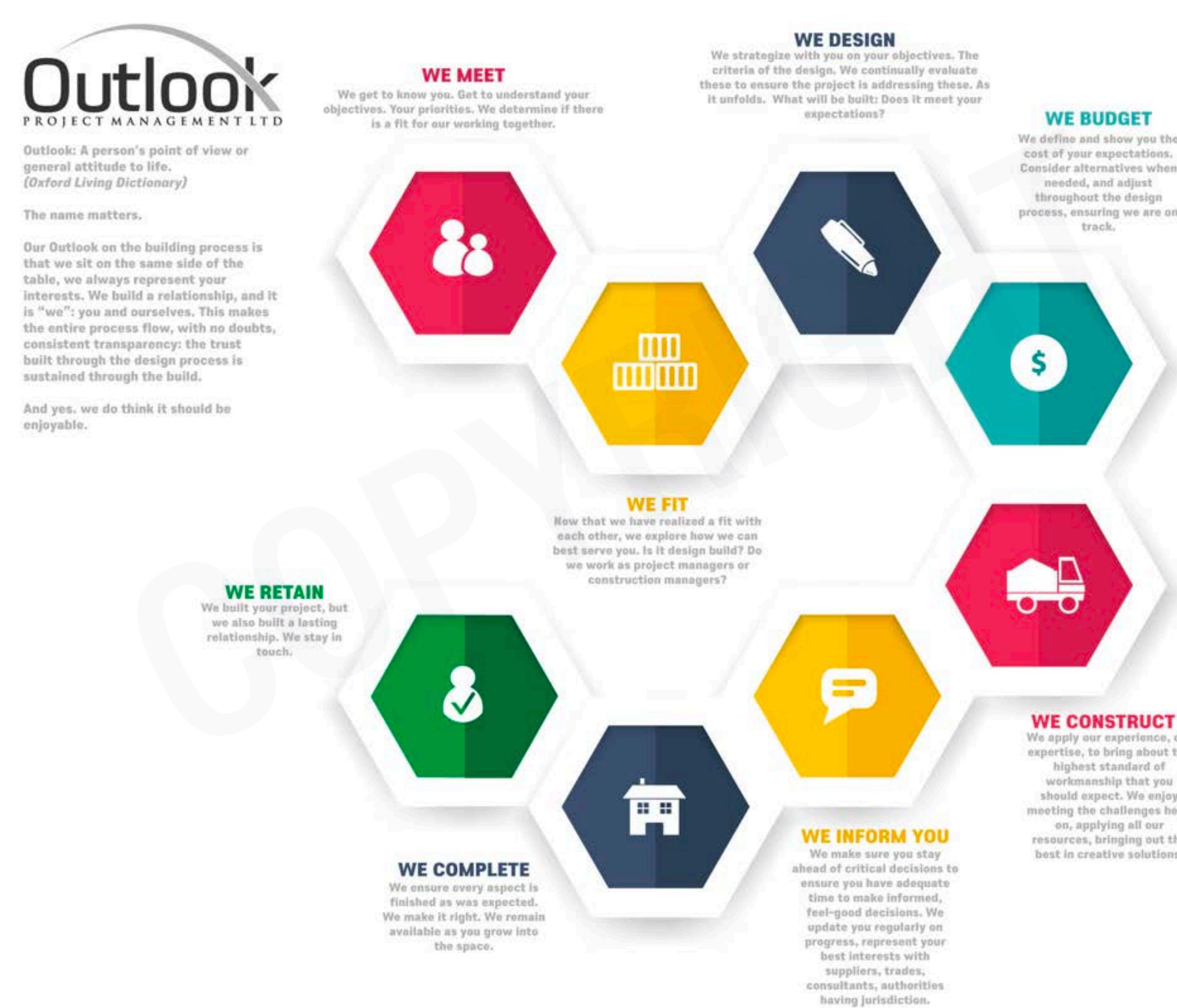
A F T E R



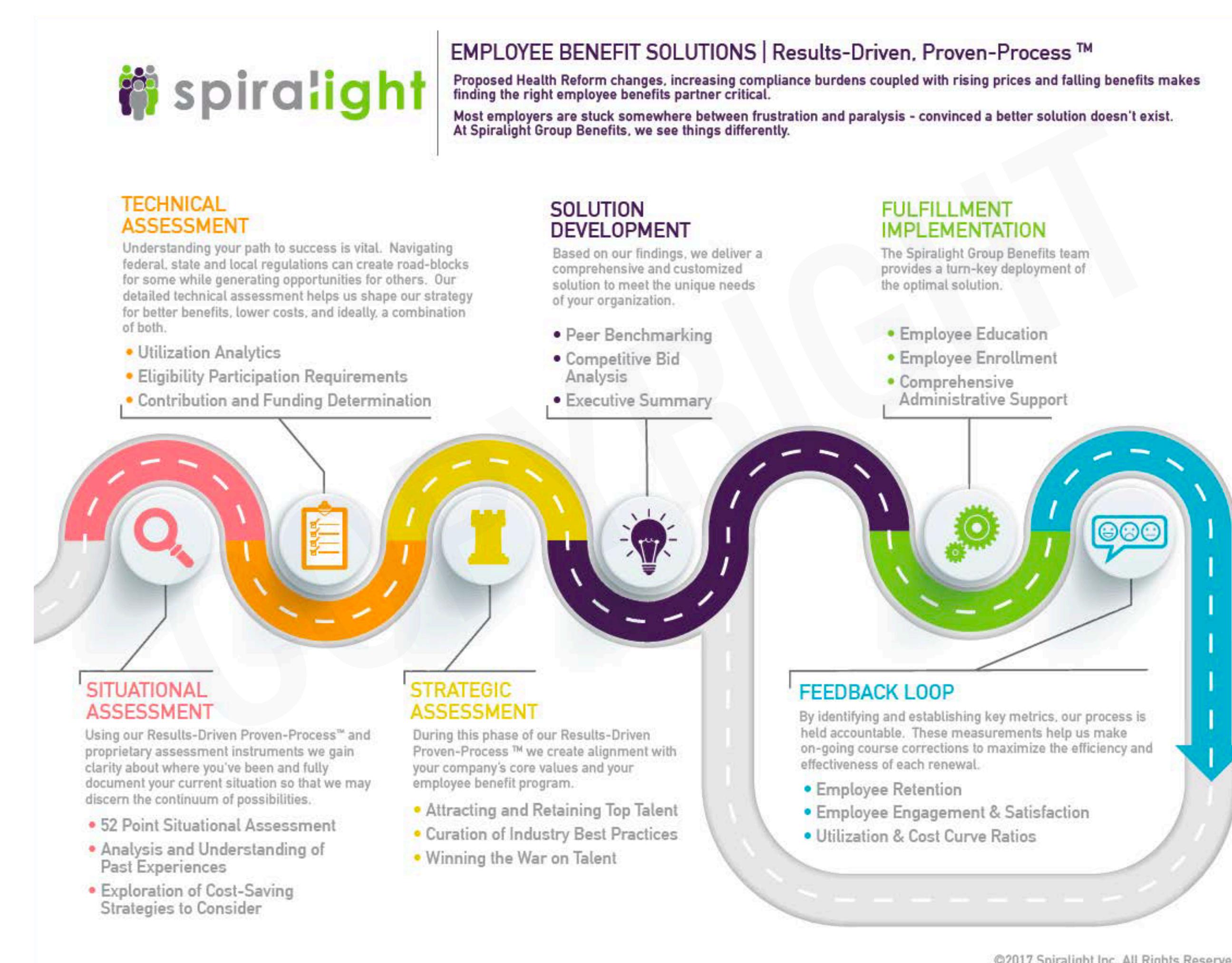
PRODUCT ON A PAGE EXAMPLES



PRODUCT ON A PAGE EXAMPLES



PRODUCT ON A PAGE EXAMPLES



PRODUCT ON A PAGE EXAMPLES

The Big Picture | Getting Cashed Up with Inspire



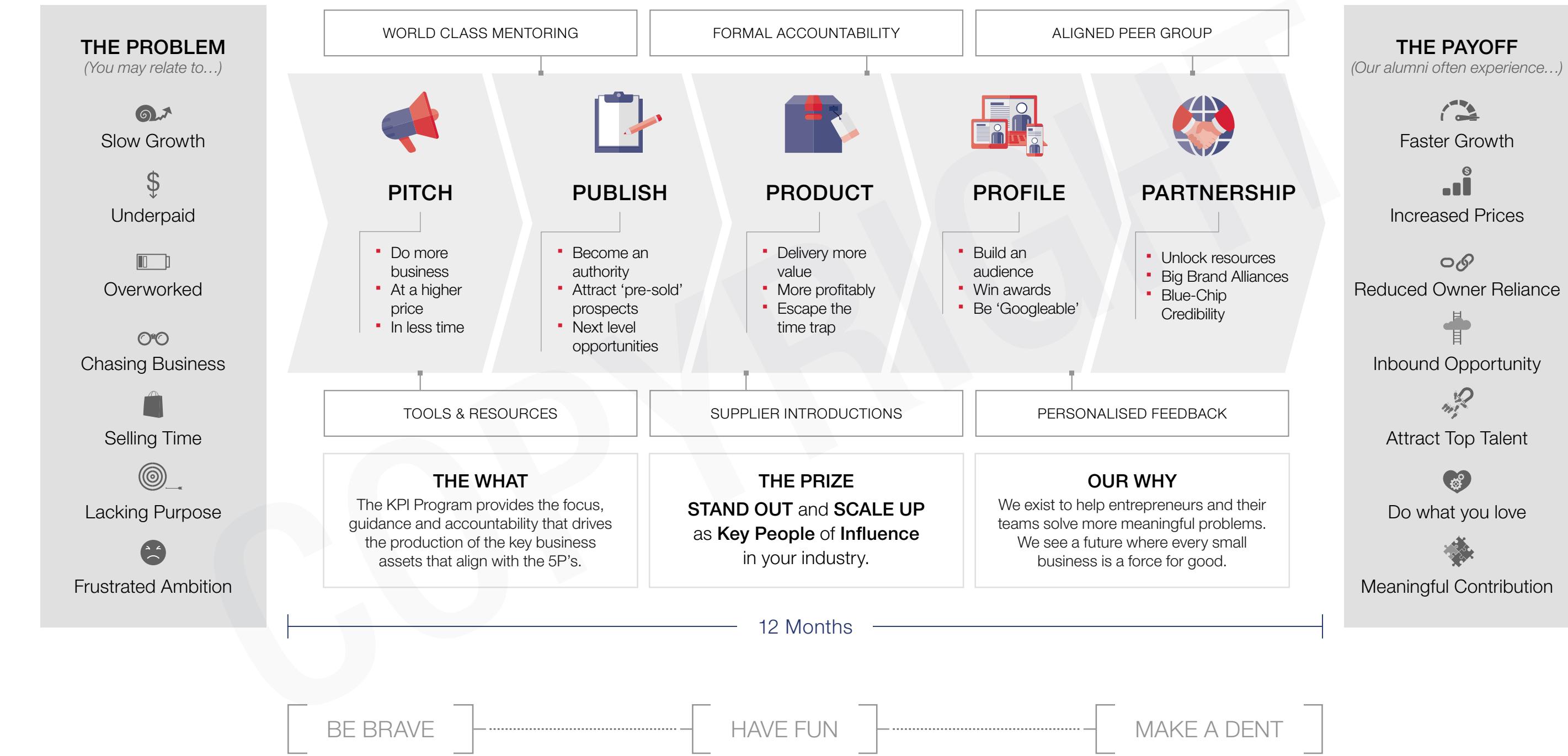
		(optional)	Cut Tax	Capture Profit Control Cashflow Check Numbers Crank Business Value Cover Assets			Create Lifestyle
Look Under The Hood	Solve an Urgent Need	It's all sorted	Know Your Numbers	Get Cashed Up	My Family Prosperity		
Second opinion on tax	Initial "Quick Win" Project	Proactive Tax & Accounting	Time saving Bookkeeping	Business coaching & advice	Wealth coaching & advice		
2 Hours	First Month	Year 1 and beyond	Year 1	Year 2	Year 3		
\$500	POA	From \$500 / m	From \$300 / m	From \$600 / m	From \$600 / m		
\$500 tax savings or its free	Get the ATO off your back	\$18k av. annual Tax Saving	Free up 20 hours	Double Profit & Days Off	Live the Goodlife		
PULL MORE MONEY TIME AND HAPPINESS FROM YOUR BUSINESS							
1YR -----> 3YRS							

PRODUCT ON A PAGE EXAMPLES



PRODUCT ON A PAGE EXAMPLES

The Key Person of Influence® ACCELERATOR PROGRAM



■ Environment Dictates Performance

Apply Now

- Read the book
 - Waiting lists may apply
- Visit Dent.Global/START

The Simple SCORECARD

The Scorecard

Give yourself 1 Point for each YES

-
-
-
-
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-
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-
-
-
-
-
-
-
-
-
-

TOTAL _____

HOW DID YOU GO? Rate Yourself.

- 0-3 =
- 4-7 =
- 8-10 =

Would you like to improve your score?

[Call To Action]

STRESS TEST

- I've repeated this process for each step in my method
- I've added a 'bonus' category for an 'overall' score
- Each Q's highlights a meaningful deficiency
- Each Q can be linked to a feature of my product
- My Q's don't overtly qualify or sell. They diagnose.
- I've used as few questions as possible.
- The results give my prospects clarity and focus
- The results compel my prospects to action.



THE CAPSTONE ‘PRESENTATION’

THE SETUP	CLARITY	<input type="checkbox"/> Frame & Introduction <input type="checkbox"/> Set the Hook <input type="checkbox"/> Reinforce Ideal Customer	
	AUTHORITY	<input type="checkbox"/> Establish Authority <input type="checkbox"/> Establish Rapport	
	TRANSITION	<input type="checkbox"/> Set the Rules <input type="checkbox"/> Pre-Frame Next Steps	
THE VALUE	The PROBLEM	<input type="checkbox"/> X-Ray their Problems <input type="checkbox"/> Contrast the Prize	<input type="checkbox"/> Highlight Mistakes <input type="checkbox"/> Crystal Ball the Consequences
	The SOLUTION	<input type="checkbox"/> The Method / Principles <input type="checkbox"/> Key Maxims	<input type="checkbox"/> Visual Logic <input type="checkbox"/> Case Studies
	The WHY	<input type="checkbox"/> Origin, Mission & Vision	
TRANSITION		<input type="checkbox"/> Value Confirmation <input type="checkbox"/> Ask Permission	
THE CLOSE	OPPORTUNITY	<input type="checkbox"/> Proven Process <input type="checkbox"/> Value Stack	
	NEXT STEPS	<input type="checkbox"/> Easy EOI <input type="checkbox"/> Sales Collateral	
	ESSENCE	<input type="checkbox"/> Closing story / meaningful sentiment	

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