

# 30 SECOND BUSINESS PITCH PREPARATION KIT

# MY 3 KEY INGREDIENTS WORKSHEET

Whether you are looking to grow your business, take your career to the next level or strategically expand your network, having a 30 Second Business Pitch Preparation Kit is a valuable asset.

A good 30 second pitch helps you present yourself clearly and concisely. It delivers important information in a short amount of time. When done well, it peaks the interest of the listener and opens the door for a more lengthy conversation about you!

## 3 Key Ingredients

Who

What

How

# MY 3 KEY INGREDIENTS WORKSHEET

Who

What

How

# MY 30 SECOND PITCH RECIPE WORKSHEET

## 10 Second Introduction

### Who are you?

Hi, I am \_\_\_\_\_(name / job title) I work with (who - target customers/business) Who want to (do what - become, increase, learn, improve, cut back on...) so they can (name a great benefit or result - this is your promise!)

Write 2-4 starter sentences here: Mark your results: change / use again

# MY 30 SECOND PITCH RECIPE WORKSHEET

## 30 Second Pitch

This is the part where you can go into detail about the tools and processes you use to actually deliver the results that you promised in your 10 second introduction. Depending on the situation, this is also the time to ask for what you want and give your CTA, or call to action.

How do you deliver the results that you promised?

How do you want this person to help you? (Call To Action)

# 30 SECOND PITCH CHECKLIST

- Did you write out and plan at least two drafts of what you want to say?
- Did you prepare and practice your 30 second pitch a lot?
- Did you keep it brief? This is not the time to describe everything. Remember you might only have 30 seconds. Time yourself. MY TIME: \_\_\_\_\_
- Did you keep your listener in focus? Make a clear connection and explain how the information you are sharing is important for your listener.
- Did you ask for what you want? What do you want this person to do? It is really difficult for someone to help you if they don't actually know what you want. Are you looking for clients? Employment opportunities? Networking references? Don't assume that people know what you want. Be as clear as possible and make it easy for the other person to say, 'YES!'
- Did you close the conversation? After you have shared key information and the conversation is over, remember to express your thanks. Be polite and clearly mention your next step.