



Pitches for Beginners and Seasoned Pros who want more **connection**

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When you're at a networking event you are up against a clock, and a good host will hold you to the time limit. **You might have only 30 seconds. Can you grab their attention and connect with the people in that room who might be your ideal client? Yes, yes you can.**

Call this the stick-to-the-basics pitch:

(Fill in the blanks)

- I help/teach/revitalize/mentor: _____ (your niche)
- With _____ (the pain or problem)
- So that they: _____ (results and benefits)

I work with (niche) who struggle with or to (pain or frustration,) and as a result they (benefit or solution, result.)

Or the last phrase could be *"when they work with me, they..."*

You may have noticed that neither of those approaches begins with *"I am a."* Those are words that lead to **temporary deafness** in your prospects.

Why?

Because the reptilian brain is not interested in you as *I*; only *itself*— so right away you've invited it to check out with:

"I have one of those" "I don't need one of those" "I know someone who does that"



Un-Hearable! Your person has mentally left the building.

Now, there will be times when *“I am”* works:

If someone says, *“I am Oprah’s personal photographer,”* that pretty much nails the connection piece.

Whereas *“I’m a photographer, I do weddings and babies.”* Great, so what? Sorry to be so blunt, but thousands of people also do that.

By the way the question, “so what?” is the superhero of powerful writing and messaging. Asking “so what?” begs an answer, and if the answer isn’t *“because this sets me apart”* or *“it’s part of my signature system or what makes my product unique,”* then it’s time for some copy rehab.

You may be a photographer, business coach, or realtor who does the activities associated with those professions, but what you *really* do is **something that results in something a buyer needed, wanted, or can feel good about.**

Wedding/baby photographer:

“I capture the joy, celebration, and spirit of the most important days of people’s lives without them even knowing I’m there.”

Isn’t that more interesting than...

“I’m a wedding photographer.” ?

Divorce lawyer:

“I am a divorce attorney”

vs: *“When couples realize it’s time to split up, I believe they need more than just a skilled attorney. My clients get that plus a good listener and strategic partner to help them navigate this challenging situation.”*

To create a more advanced hook, you must think outside the *“I am;”* outside the *“I help/coach/guide/heal”*-type statements and get creative.

The following prompts will guide you to getting creative and crafting a more compelling pitch.

By the way, a 30-second pitch is about 80 words, depending on how fast or slow you speak.

Variations:

- **Start by asking a question that will lead your ideal clients to connect to you because they hear their pain or vision.**

“How many of you dream of living on a house boat in Sausalito?” If you are a broker specializing in those, you’ve just engaged only those who want to do that and don’t have to waste time speaking to people who might just want to live near Sausalito. Listen to the audio for more examples.

- **Start with an outrageous statement.**

As long as it represents what you do or your product. For instance, you responded to me because my 30-second pitch starts with *“You are not a squid.”* I then went on to say squids use squishy language, etc.

- **If you want to use data that’s great, as long as it’s not common.**

For business coaches who specialize in coaching coaches, I wouldn’t start with *“50% of all small businesses close within the first year.”* We hear that kind of thing all the time. Instead, dig around online and quote from Reputable sources. I found this one at IBM industry data, *“In 2015 the coaching industry brought in \$1B dollars.”* That gives them hope, it’s current, and I’ll bet it’s not commonly known. You can do the negative stat too — everyone has a pain point — but *make it good and unique.*

And, when you are giving your 30-second, 1, 2, or 5-minute pitch,
always end with a call to action!

One last thing for today – and this is killer important:

You must know how your people hear things; what language do they speak and respond to.

In other words, **who is your people?** You don't speak dolphin if your people are flamingos, and speaking to a female, midlife, newly empty-nested doctor is going to sound very different than speaking to a 30-something new mother who is staying home for now.

There are plenty of ideas here to get you going just be sure to take some time and play with your pitch.

Need help getting that pitch perfect? I can help.

[Use this link](#) to schedule your complimentary, 30-minute, mini-message makeover. Details to come once you're on the calendar.



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Think of BMM as a restoration and renovation company. Bring me what you've got that needs polishing, power-izing, cohesion among platforms, I'll partner with you to bring out the unique, the juicy, what matters most to your audience and moves them to action.