



PROFESSIONAL PITCH



Your pitch should get the interest of your listener in **30 seconds** and be easy to recite.



Your pitch should include **who you are**, what you do, who you sound like, and what makes you different.

Do your homework

- Think about who you are pitching to. What is their role?
- How can you modify your pitch to intrigue them the most?

Know your end goal

- What are you trying to get out of this pitch?
- Your pitch is a networking tool. At the end of your pitch include ways to connect with you further.

“3 Cs” OF GOOD BRANDING

Clarity

Be clear about who you are, and who you are not. You cannot be all things to all people.

Consistency

Consistency gives your fans faith in you and sets expectations. Once defining who you are, you need to remain in line with that image across ALL mediums.

Constancy

Once you've established who you are, remain present in your image. You want to remain fresh in fans minds, but don't want to bombard them with excessive information and advertising.