



Exercise: Module 3 – Draft a Standout Pitch

1. Create a one-page media information sheet.

Your name and business name:

What your business is about:

Who your target audience is. Give a short description of the people you serve and how you help them:

Your short biography or a very short history of your company:

Your main services or products:

Your contact details:





2. Draft a pitch email using the template below as a guide.

Hi *NAME*,

CUSTOMIZATION paragraph.

I help teach people **BENEFIT FOCUSED OUTCOMES**. I'd love to help teach your audience about any of the following topics:

Topic #1 — Short description of your first topic and the benefits to the listeners of hearing you two talk about this.

Topic #2 — Short description of your second topic and the benefits to the listeners of hearing you two talk about this.

Topic #3 — Short description of your third topic and the benefits to the listeners of hearing you two talk about this.

Does one of these sound like they'd be a good fit for your audience?

As a next step, let me know which topic your audience would be most interested in hearing about. After that, we can work out the scheduling details.

Thanks so much,

YOUR NAME CONTACT DETAILS





3. Decide what incentive you will offer the audience.

	✓
Opt-in report	
Webinar invitation	
Online course overview	
Free digital copy of your book	
Product trial or discount	
Free strategy session	
Event tickets	
Blueprint/guide/strategy	
Info sheet	
Quiz	
5-day challenge	
Other:	
Other:	





4. Set up a landing page for listeners to opt-in for your gift.

Notes





5. Set up an email list and a sequence of follow-up emails.

Notes

