

FIRED UP & FOCUSED FOLLOWERS

PITCHING YOUR WORKSHOP TO INTIMIDATING HIGH-VALUE BRANDS

This discussion and worksheet will help you make the pitch **even when** it's uncomfortable.

You will be ready to immediately apply this training to get your workshop in front of high-value audiences.

SHIFTING THE FRAME

When you approach your pitch thinking about how it could benefit **YOU**, it feels like you're asking a Big Deal business or brand for help.

cue mindset gremlins

When you approach your pitch thinking about how this could benefit **THEM**, it feels like you're offering a service — a missing puzzle piece; something that can help them round out their offer and get their audience better results.

And, as we all know, it's easier to offer help than to ask for it.

So let's make that mindset shift.

HOW WILL YOUR WEBINAR OR WORKSHOP BENEFIT THE PERSON/BUSINESS/BRAND YOU'RE PITCHING? DON'T BE AFRAID TO PLAY TO THEIR EGO HERE.

SHIFTING THE FRAME

HOW WILL IT BENEFIT THEIR AUDIENCE?

HOW, IF AT ALL, CAN YOU TAILOR IT (SLIGHTLY!) SO IT FEELS BESPOKE/LIKE A UNIQUE OPPORTUNITY FOR THIS PERSON/BUSINESS/BRAND?
(‘CAUSE IF THEY’RE A BIG PLAYER, THEY DON’T WANT WHAT EVERYONE ELSE IS HAVING)

CRAFTING YOUR PITCH

WHAT'S CURRENT FOR THE PERSON/BRAND YOU'RE PITCHING AND RELEVANT FOR YOUR PITCH?

e.g. "I know you've just welcomed a brand new cohort into {insert program} – congratulations!" or "That little 'unsubscribe' button that now appears alongside the subject line in gmail inboxes has changed the game (again!) for email marketing."

WHAT'S THE PROMISE OF YOUR WORKSHOP/WEBINAR, IN ONE SENTENCE?

CRAFTING YOUR PITCH

Now it's time to draw a clear line between what you have (*i.e. your workshop*) and what they want. So...

WHAT'S IN IT FOR THEIR AUDIENCE? LEADING WITH THIS, BECAUSE WE ALL LIKE TO THINK OF OURSELVES AS MAGNANIMOUS BEINGS 😊

WHAT'S IN IT FOR THEM?

CRAFTING YOUR PITCH

INSERT A STRONG CLOSE + CTA

e.g. "I'd love to jump on a call with you to nail down how we could make sure this workshop really {insert key benefit for their audience} and {insert key benefit for them}. Shall we book it in?"



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**BEING READY IS RARELY A
FEELING. MORE OFTEN
THAN NOT, IT'S A
DECISION.**

