

TO THE 9's

9 Points: SCRIPT YOUR PITCH

Cover these to ensure your most powerful spiel.

1 K.I.S.S. IT: Keep It Short and Strong. You have only a short time to make an impression that lingers like a great first kiss. Make it memorable.

2 SELL THE SIZZLE: Elevate the benefits. Answer WIIFM??? (What's In It For Me?). Your audience must hear the benefits you bring them. What problem is solved and what does that mean for them? Focus on the one "fat rabbit" result. Communicate that clearly.

3 COMPARE AND CONTRAST: Using analogy can help drive home key distinctions of your business and relate it to something outside your industry that is still familiar. This is like a Velcro hook for memorability. For instance I am the Picasso of Wordsmithing, bringing experience and art to writing.

4 MAKE AN IMPACT: Align with your niche—your audience is not "everybody"—talk to the one so that your message is meaningful to them. Talk to them where they are, about the solution they get, and the special way they get it from you. Don't dilute your brand by saying it is for "anybody."

5 BE DISTINCT: Remind your audience of the unique benefit—not just the feature—your business, product, or service provides. Call out how it is better than other options they have to address the same problem. Unlike the way it has been done before, give them something they will find interesting.

6 ACTION: Using active words. Learn. Be. Thrive.

7 DELIVER DETAILS: Include your business/product/service/brand, your name, and your role (especially if you are founder or creator). And, include a phone number or website, or primary contact information.

8 END OUT LOUD: Include a slogan or battle cry that resonates. Make it unforgettable so that your solution will be remembered.

9 PREPARE: Rehearse a lot. Say it over and over to different people and be ready to vary the message accordingly.

Sentence 1: ____ (name of company, brand, service, or product) solves ____ (problem) for ____ (target market) who want ____ (benefit).

Sentence 2: Unlike ____ (competition or core competitor), we ____ (differentiation or analogy).

Sentence 3: I am ____ (your name and your role).

Sentence 4: Reach me at ____ (where to find you).

Sentence 5: Remember _____ (battle cry).