 SERVICE AND PRODUCT PITCH

 **organization** tool

**Answer each of these questions thoughtfully**!

1. What are the needs/desires of your client (not you!) what’s in it for them? Tip: Ask open ended questions to find out (who, what, where, when, why, how, your goals, needs, desire risks/fears). \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. How can your product/service best meet those needs? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. How can you resolve any obstacles or reduce risks? For example, if fear of not selling the product, can you sell on consignment initially? Offer a marketing incentive for customers to buy? Offer an introductory rate? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Be prepared for questions – what questions can you anticipate? (ie. Where is your product selling, how many do you sell per week, suggested wholesale/retail pricing (and why), marketing plans for selling at that location, market trends that might support your product or service). \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**USE THE ABOVE RESPONSES TO CREATE A PITCH SPECIFIC TO YOUR CLIENT**

1. Start with the problem (that *you* can solve of course)
2. Create the solution (using your product or service of course!)
3. Call to action

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