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# 5 KEYS TO A BETTER PITCH

If you're struggling with trying to connect with people that are happy to support your business, then this is the guide for you. Your path to more successful pitching has arrived.

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***Great customers start  
with great relationships.***



Social media has made it easier than ever to get in front of your ideal customers. You already know that your business – your passion and livelihood – has the potential to change lives. Now, you just have to get some clients . . . Before you pitch to everyone in your network, there are a few things you need to know to ensure that you have the best chances of turning acquaintances into loyal customers. It's far easier to get clients with an intentional approach. This guide outlines exactly how to do that.

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## THE 5 KEYS TO A BETTER PITCH:

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### **Start with GENUINE connection.**

This takes more time but yields better results. Become friendly, then become friends, then aim to enter a customer/seller relationship. Genuine rapport should be established before trying to make a sale.

2

### **Lead with value.**

Value is not trying to entice people with grand estimates of what they can earn if they join your business. Value is helping people - for FREE- before trying to convert them into paying customers.

3

### **No pitching until after 2-3 GENUINE conversations.**

It's inauthentic to try to sell to people after sending them two generic messages. You should not pitch until after you know what your potential customer wants and needs from your business.

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## THE 5 KEYS TO A BETTER PITCH:

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### **Teach them so they can learn to TRUST you.**

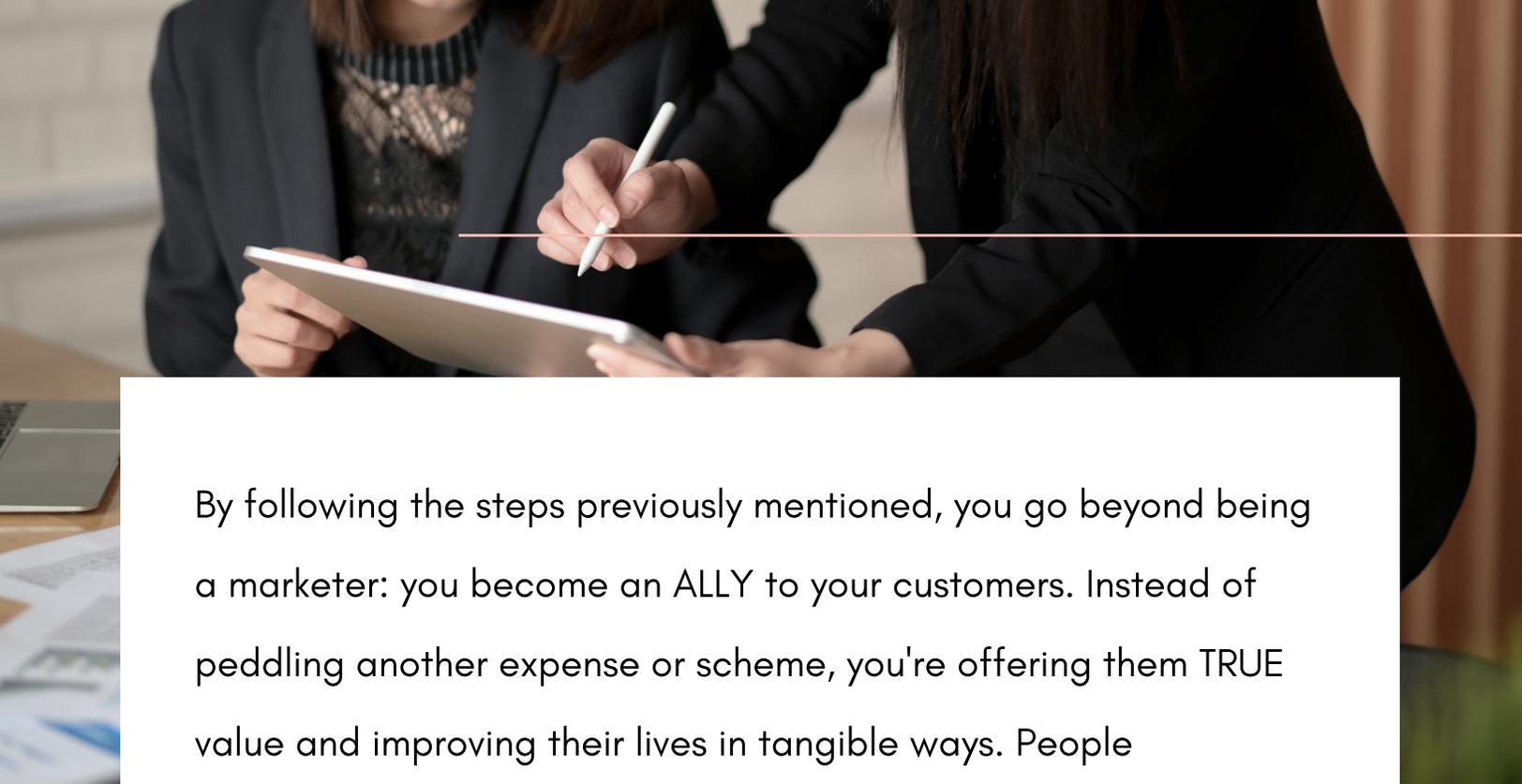
Create or share educational material about your business. Make sure that this material DOES NOT end with a sales pitch. If you educate your customers, they'll be inclined to do business with you.

5

### **Ask for feedback after each interaction.**

Learn from your customers how you can improve. Let them tell you how you did, and use that information to become a better businessperson. You can't improve if you don't know what you're lacking.

***Educated customers are empowered to make better purchasing decisions - teach them well so that they'll choose to do business with YOU.***



By following the steps previously mentioned, you go beyond being a marketer: you become an ALLY to your customers. Instead of peddling another expense or scheme, you're offering them TRUE value and improving their lives in tangible ways. People appreciate it when you help them because you genuinely care.

This approach certainly takes more time, but the potential rewards are tremendous. Your best customers will always refer you to other potential customers, and your reach will grow organically. It's much easier to create a raving fan than to try to quickly convince your entire contact list that your business is worth supporting.

In order to receive, you must give. Consistently offer REAL value, then watch how many benefits you receive in return.

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# THE FRAMEWORK:

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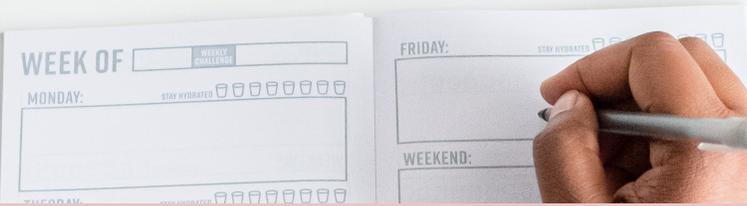
The basic formula for easily converting acquaintances into adoring customers is to form relationships, give them value for free first, then offer your business as a solution to their problem.

Doing these out of order makes you seem like a scammer or opportunist, which make it highly unlikely that you will gain new customers.

## REMEMBER:

The key to this approach is to put your potential customers first. What are their needs? What do they want to accomplish? How can YOU and your business help your customer achieve their goals? Answering these questions will make it possible for you to pitch more successfully.

Your business can have loyal customers that rave about what you offer. Focus on making friends and creating genuine connection first, and everything else will easily fall into place.



We hope this guide was helpful and gave you some great ideas for improving your approach to pitching. If this has helped you, please let our team know!

**You can reach our team at**

**[BronzeButterflyBooks.com/contact-us](https://BronzeButterflyBooks.com/contact-us) . You can also learn more about our products at [BronzeButterflyBooks.com/shop](https://BronzeButterflyBooks.com/shop).**

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Now is your time to PITCH BETTER!

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