



Pitching Worksheet 2

The Audience

1. Who is the ideal audience for this pitch? Think about the buyer persona including where they live, their age, sex, and interests
2. What do they need from you?
3. Why are they attracted to your business?
4. What makes you different?
5. What are their problems and how can you solve them?
6. How much time do you have?

Intro

What problems do you solve?

Why should they choose you?