

5 Steps to Writing a Great Pitch

1. *Summarize the situation.* Give your audience some relevant background and set the context. Describe the problem from the consumer's point of view

2. *Introduce your idea.* Describe – typically in a single sentence – what you are proposing. The solution to the problem.

3. *Explain how your idea works.* Explain the basic steps: how, what, who, when, where. Simple consumer focused language.

4. *Reinforce its key benefits.* Give the three most important benefits of your proposal/ idea/ solution.

5. *Suggest the next step.* This is your call to action: who needs to do what and by when for things to move forward? Get a commitment.