



## PITCH PERFECT MINI COURSE – EXAMPLES

(Note these are not necessarily perfect, but it is good to highlight what jumps out at you)

### (THINGS TO NOTICE BELOW)

Frances Pratt - I show women who hate sales how to find their unique sales confidence and win new clients.

Stu McLaren – I help experts transform their knowledge into recurring revenue using online membership.

Holly Winters Doherty - Women hire me to restore their self-worth and fundamental identity so they have the confidence to rock the world the way they're meant to.

Nicole Elizabeth Basden – I'm a Nutritionist helping woman feel empowered and confident through better dietary and lifestyle choices.

Catia Rodrigues Dos Santos - I'm a parenting coach. I help parents go from stressed and overwhelming lives to happy, fulfilled and simpler ones 😊:-)

Brooke Reed Hartle - I'm a Holistic Wellness Coach who gives moms back their energy, ease and power through nutrition and sleep.

Karen Magill – I'm a money coach - I help people with unsecured debt find lower interest rates, pay their debt off faster and save money.

Jamie Marie Caroccio - I run a boutique digital agency, we consult with entrepreneurs and small biz owners about the best path to get their business online. We specialize in brand development, websites, social media & marketing.

Mary Lee Gannon - I help busy leaders get off the treadmill to nowhere with mindful confidence, connection and calm to have a higher six-figure income in a career they love and more time with the people who matter while it still matters.

Rachel Foy - I'm the Food Freedom Coach 😊;-) I work with smart, driven and high-achieving women who are sick and tired of their food struggles holding them back from having a life and or/business they want. I help them to find their freedom with food, ditch their diets and rediscover a love for themselves and their lives

Jennifer Bingham - I empower women to put end to anxiety and people pleasing. I mentor women to learn to trust themselves and their intuition so they fall in love with themselves and their life in 90 days.

Vickie Gould I help entrepreneurs, coaches and speakers raise their expert status through story marketing, writing amazon best seller lead magnet books and getting them media attention.

Reina Arai Pomeroy - I'm a life + biz success coach and I help creatives who are right brained and heart centered to stop spinning their wheels and focus on what's most important!

Belle Knapman – I'm a wellness coach. Work with women who are tired, stressed, burnt out and anxious to energised, empowered, kickass Goddess and living a life they love and deserve.

Rachel Carrigan Dobler - I help creative entrepreneurs build and automate their workflow processes to increase efficiency and clarity for themselves and their clients.

Hannah Elizabeth Bell - I help entrepreneurs and small businesses write successful proposals for funding, grants and awards - \$1.8 million and counting

Manny Talavera: I help coaches develop coaching programs and market better, I help content creators develop and structure their content so they can sell it, and I help small business owners create marketing systems for their business. (Notice 3 different offers to subtly different segments)

THINGS TO NOTICE:

SELF LABELS

Action: (often I help but other verbs too) used slightly more often

Identity: Used for qualified people (Nutritionist) and segment specialist "parenting coach", wellness coach.

(Note, if you have a respected, high status qualification Identity will be the best approach to enhance credibility and trust: Doctor, Lawyer, Master's degree, Engineer, Psychologist etc)

CLIENT LABELS

Experts

Busy leaders

Creative entrepreneurs

smart, driven and high-achieving women

women who hate sales

women who are tired, stressed, burnt out and anxious

THE WHAT (VALUE OR ACTION):

write successful proposals for funding, grants and awards

build and automate their workflow

find their freedom with food, ditch their diets

TOMORROW WE ARE GOING TO WORK ON YOUR CLIENT LABEL AND YOUR VALUE OR ACTION