



PITCH PERFECT MINI COURSE – TASK WORKSHEET (TAKE IT DAY BY DAY)

SEGMENT 1 TASKS

Write your “I am _____”
(can be multiple, can be a segment)

And

Write your best “I [verb]”

Try some variations!

SEGMENT 2 TASKS

Who

Client Identifiers

1. Simple or Multiple
2. Aspirational
3. Includes pain

From

Starting Point

1. Pain state
2. Aspires to
3. Job to be done

To

Better Place

1. Problem solved
2. **Becomes ...**
3. Need delivered

Note, we may not use the wording, but we will use the thinking, so if you can't pinpoint the expression

SEGMENT 3 TASKS

1. Your Simple descriptive phrase:

2. Your **“So That”**

- >> Get / have / be / know this
- >> Do / accomplish this [task]
- >> Achieve this [result]
- >> Beat / end this [struggle or condition]
- >> Experience / feel this [desired emotion]
- >> Transform your life this way

SEGMENT 4 TEMPLATES

Michael Port	Name
I show	[verb]
people how to	[client identifier] how to
book themselves solid, give better speeches	[short description]
and steal the show	in order to [higher order benefit]

Claudia Pilgrim	Name
I help	[verb]
online marketers with complex campaign funnels	[specific client identifier] [with problem]
maximize their ad spend and provide customer insights to take	how to [short description]
their conversions to the next level.	in order to [desired business benefit]

Catia Rodrigues Dos Santos -	Name
I'm a parenting coach.	[specialist identity]
I turn stressed and overwhelmed parents into	I turn [pain client identifier] into
happy, fulfilled and calm ones	[client highest order state]

Coach Michaela Ann Marie	Name
I help	[verb]
women in their first year of online business	[client identifier]
get clear, confident and connected	how to [short description]
so they can stop sitting at the sidelines.	so that [end problem]
and start living the dream	and [finish state] / [highest order benefit]

Erin Beate -	Name
I work	I [verb]
with high achieving men	[aspirational client identifier]
who are ready to start winning with women.	who are ready for [highest order benefit]
Let's Talk	[call to action]