



## Foster Your Pitch

Pitching yourself or your business is one of the single most important things you will do to help your business succeed. Knowing how to pitch and feeling confident in doing so is not easy. That's where Fostering Your Pitch comes in. Through the series of questions below, I will help you outline Who you are, What you do, How you do it and Why you do it.

### Who are you?

List 5 - 6 words that you feel describe you, your values as a person as it relates to your business, words that others might use to describe you. If you're stuck, reach out to some people you know and ask them for their input.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### What do you do?

What is your title? \_\_\_\_\_

What do you/your company do? \_\_\_\_\_

What sets you apart from your competition? \_\_\_\_\_

## *How do you do it?*

What are the services you offer or the skills you bring to the table?

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## *Why do you do it?*

Make it solid. This is your purpose. Your cause. The fundamental belief that drives you each and every day. It's what motivates you to get out of bed in the morning, keeps you up at night, and gives you energy all day long.

What motivated you to get started? \_\_\_\_\_

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Why did you want to solve this problem? \_\_\_\_\_

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What gives you the credibility to do what you do?

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## *Let's Put it together!*

*Who?* \_\_\_\_\_

*Why?* \_\_\_\_\_

*What?* \_\_\_\_\_

*How?* \_\_\_\_\_

This is your pitch! Read it over and over until it rolls off your tongue. Perfect it. Get feedback on it and use it whenever you can. Your 'Why' is what will inspire people to want to work *with* you and *for* you!

Need help or more guidance with yours?

Sign up for my discounted 1-on-1 50

minute consulting session at:

**<https://calendly.com/hayleyfoster/discounted-one-time-50-min-consult>**