

Pitch Framework

Build your pitch with this three-step framework.

1. Lead with your destination.

Your destination is more powerful than your backstory.

To get clear on your destination, answer these questions:

- What do you want to do next?
- What are you excited about?
- Why is this next step game-changing?

2. Bring in your backstory.

Choose what to include in your backstory. Focus on relevant experience, not recent experience.

To shape your backstory, answer these questions:

- What relevant experience do you have?
- What are your transferable skills?

3. Connect the dots.

Bring it all together to earn a second conversation.

To connect your backstory to your destination, answer these questions:

- What makes you uniquely qualified?
- Why now?