

The Art Of Pitching



CONVERSATION

Where to pitch?

Health food and supplement brands you like

Podcasts

Media – magazines, websites, TV/radio programs

Like-minded businesses or groups to help with finding clients

Other practitioners & potential clients



Tone

Your goal is to have a tone that's creative, resilient, hopeful, honest

You want to inspire curiosity and hope or

End their confusion or

Support their belief in what they think, but no one seems to be talking about or

Be helping frustrated or confused people who want to end their confusion and support what they believe for health



Formal vs Informal

Emails: Always informal (unless you are pitching a government department, a hospital, or a school)

Use first name in most circumstances – if you have it

Phone calls – the same

Meeting a person during a meeting or party or in a store is a little different



2 Things You Must Know

1. You must know that what you are offering will help the person you're pitching
2. The person must know that what you're offering is something they want or need

If you know what you truly offer – you should know who would benefit from it

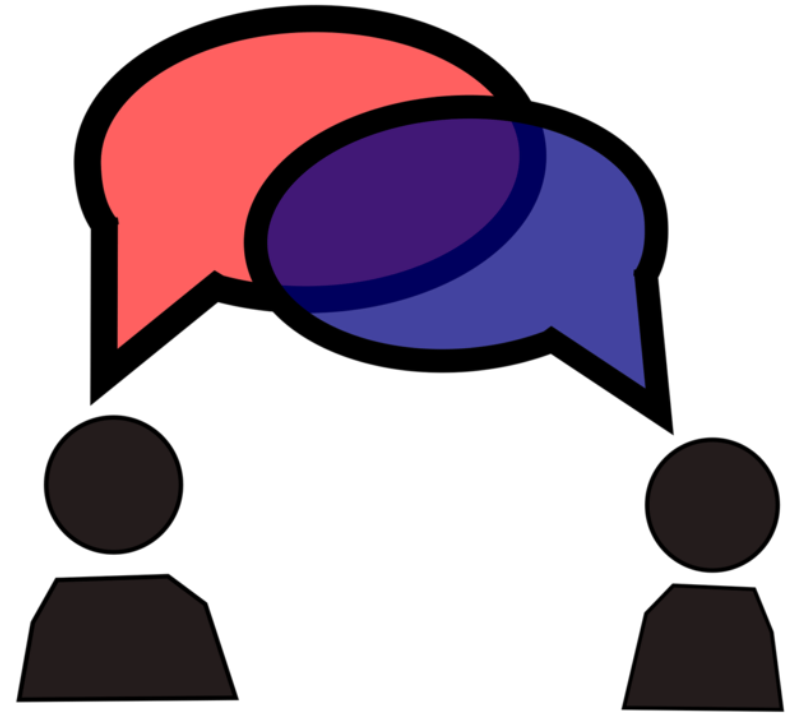


A pitch should be natural to who you are, sincere, and memorable

A pitch is a dialogue, not a monologue – it's to start the conversation

You can't sell yourself if you haven't bought into what you're selling – you have to know the value of what you're offering to the person you're pitching

It's not the same pitch every time – it's the strategy that stays the same



The purpose of the pitch is to get a conversation and then a second conversation, if necessary

Be clear about what you're going for

It's not unattainable

You want them to be excited or curious to hear more

Plant a seed of potential benefit for them

You have to get to the conversation stage to make progress



Don't spend much time talking about your past

If the person wonders why you're having the conversation with them – then it's the wrong information

Tell the person who you are now and what you want or are looking for going forward.

Should never start the pitch by looking backward

Lead with your destination

This will allow you to draw in someone who wants to have a conversation with you

Your pitch isn't canned, and you don't have to have a script

That doesn't mean you shouldn't practice putting it together but do it so you can hear how it sounds

If you are doing a pitching email, you can have a format you like but it's changed for each situation to fit the person and their needs



THE
SCRIPT

Pitch Framework

1. Lead with your destination
2. Go to your backstory (that's relevant)
- 3 Connect the dots and bring it all together

You will work on your destination – and how to talk about it

You will work on practicing your backstory

You will then practice connecting the dots – why do the elements of your backstory fit your destination



Lead with your destination

1. What are you excited about
2. What do you want to do next
3. Why this next step is game-changing

Listen to someone start a conversation or introduce someone – they always look backward and give you their background

Should be trying to get people excited and get on board with what comes next

You'll get people engaged by hearing what you're doing next and why it matters

This is more powerful than your backstory – or credentials

Think about when someone pitches you – did they start with the destination or did they start with the back story – and were you interested?

Think about a selling webinar – they start by telling you what they're going to share with you and why – which is generally something you want since you signed up

Then they tell their story – as it connects to what they told you they will be sharing

Sometimes they go on too long, and you get bored... and sometimes they use their backstory to make their point and move on.

Hello (Name, if you have it),

I hope you're well. I'm Mary, a holistic nutritionist. I'm writing to you because I have an idea for an article about the role of food and anxiety in women's health. I work with many clients who struggle with anxiety and would love to share some strategies for food that have a positive effect.

I like that your (name of publication) discusses ways to relieve stress and prioritize mental wellness.

Backstory

It's your background and experience, but you decide what to include – it's not everything you've done

It does not have to be told in chronological order

Focus on relevant experience vs recent experience

You can sell yourself because you have value

1. Have relevant experience - that relates to what you want to do next
2. Transferable skills – your skills can be used where you want to go. Don't just think of skills like tech or cooking skills – think of things like “strategic thinker” or “project planner.”

I'm a registered holistic nutritionist and was a stay-at-home mother for 15 years. I understand all aspects parents face when providing a nutritious diet for a growing family. I write about this in my weekly blog, Feeding The Family On A Budget. My program features 7 steps to a healthier home, where I help clients create food and lifestyle changes that work for them and their budget.

Keep it simple, informal, friendly, and brief. If your educational background is relevant, then include it.

ie: Science degree or psychology degree

Any speaking or writing gigs are good, volunteer work – if relevant. Anything that shows the depth of what you know.

Your goal is to understand how to set yourself apart

There are many in your field – your pitch has to differentiate you

Why you?

Often, it may be about other modalities you have

Or transferable skills



Transferable skills

Big thinker

Great with details

Comfortable with ambiguity

Juggling multiple projects

Calm under pressure

Skilled at spotting trends

- Don't take yourself out of the running just because you haven't done it before.
- Ask others if you're unsure (friends, family, past bosses etc.)



Reading research

Your client niche – speak about what you know about the demographic

This qualifies as expertise as much as your designation (maybe more)

State your two modalities and why they go together for the reason or topic you're pitching.

NICHE



Connecting The Dots

Why is this the right opportunity for you?

How can you combine your transferable skills, experience to indicated that you're right for the direction you're going and the opportunity in front of you

ie: Pitching a food or supplement: big picture thinker who understands the issues and confusion consumers face



Pitch Framework Exercise

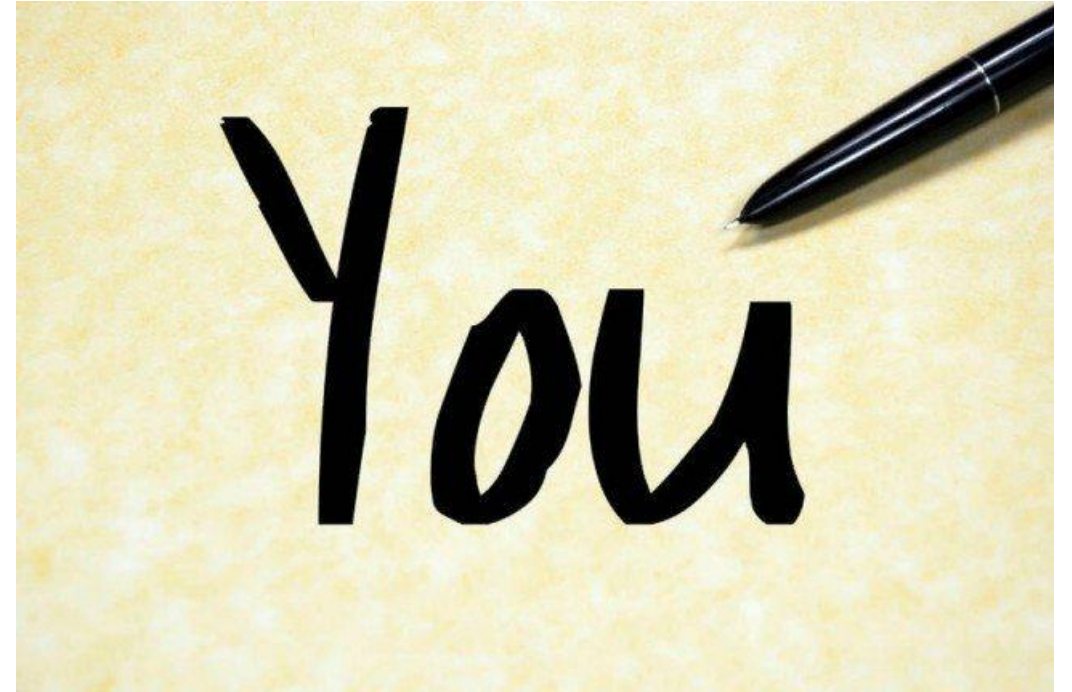
Communication Tactics from Persuasive People

Use "You" More Than "I"

Addressing someone as "you" personalizes your message and makes them feel valued, increasing their receptiveness to your ideas.

Use "You" with Groups

When speaking to large audiences, use "you" to create a more casual and relatable tone, making your message feel personal and engaging.



Include Yourself with "We" and "Us"

- Words like "we," "us," and "our" foster a sense of collaboration and partnership, making your audience more open to your ideas.

Use Names

- People like hearing their names, showing you see and value them. However, use their name sparingly to avoid sounding insincere.



Repeat Key Points in Different Ways

- Reiterating your main ideas in varied ways helps make them memorable without sounding repetitive.

Make It Personal, Not Abstract

- Instead of relying on statistics, use personal stories or examples to make your point more relatable and memorable.



Use Power Words Intentionally

- Words like "proven," "easy," and "new" evoke strong emotions and can be highly persuasive.

Ask Rhetorical Questions

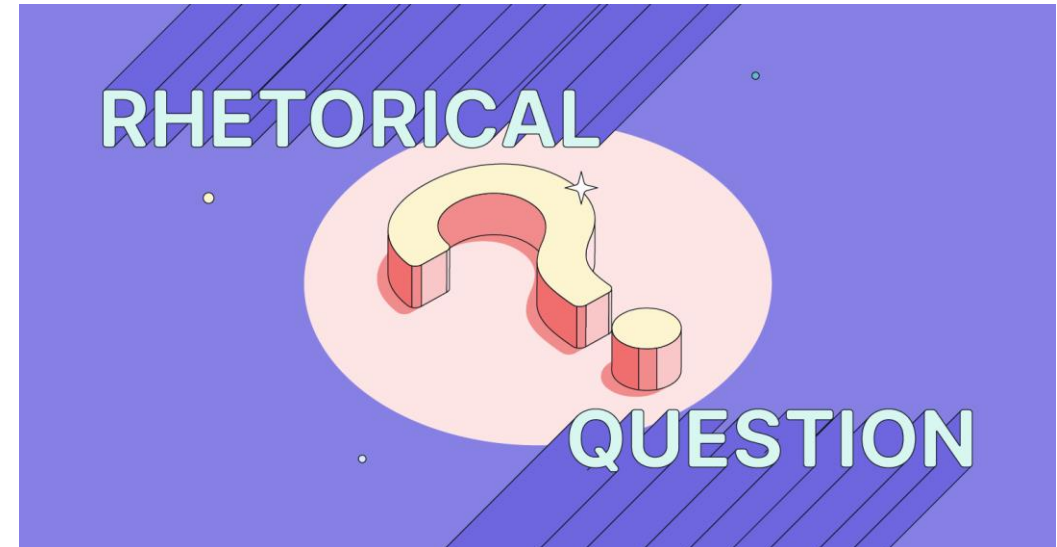
- These questions engage your audience's imagination and guide them toward your desired conclusion.



Wouldn't having a wellness strategy that boosts employee health and productivity make sense?

Doesn't every company benefit from healthier, more engaged employees?

Who wouldn't want more energy and vitality to enjoy the things they love?



Use "Because" to Justify Requests

Explain your point with a "because" clause to provide a rationale, making people more likely to agree with you. Words that indicate cause and effect, like "accordingly" or "therefore," also enhance persuasiveness.

I recommend incorporating a stress management program because it will reduce absenteeism and improve overall employee well-being.



Structure of the email

Email is the best place to start

Find the name of the person to pitch –
can phone the organization to get it

Determine your key points

Craft the email

Send it – follow up 2-3 weeks later as a
forward of the first so you don't have to
regurgitate

Can follow up with a phone call in some
circumstances



The bigger the organization – the harder it is to reach the right person.

Always follow up.

For a smaller organization – a phone call as a follow-up is okay.

People are busy – don't take it personally if you get no response.

That's just the world we live in – people hide – especially online



Part 1: Subject Line

Your subject line is the key to a successful pitch—it determines whether your email gets opened.

Best practices:

Keep it concise, punchy, and descriptive. Choose words that will grab attention.

Test the subject line by sending a sample email to yourself to ensure it isn't cut off in the inbox.

Clearly state who you are (e.g., local sports nutritionist) and what you offer.

Part 2: Quick Intro and Sell Your Idea

This is where you briefly introduce yourself and your idea.

Best practices:

Mention specific details about the outlet or person to show you've done your homework.

Connect your bio to your idea whenever possible (e.g., if pitching pre-workout meals, note your experience as a fitness person).



Part 3: Main Details Of Your Idea

Now, dive into the specifics. Give the reader a clear picture of how your idea will come to life.

Best Practices:

Keep it concise: no more than 2-3 short paragraphs.

Paint a vivid picture of what the TV program, social media segment, magazine article, brand partnership, or project or program will look like, where applicable.

Part 4: Elevator Pitch Summary

Use this section to provide a few extra details about you that you couldn't include in the introduction. Be sure to link examples of your work (website) and your media kit.

Best Practices:

Include a link to your media kit rather than attaching documents to your email.

[Media Kit](#) - article



Part 5: Quick Wrap-Up with Next Steps

Conclude by thanking the reader for their time and suggesting a clear next step, such as scheduling a chat.

Example:

Thank you for considering my idea.
Please let me know if you'd like to set up a time to chat.

A stylized, handwritten-style graphic of the words "thank you" in a cursive script. The text is written in black. A long, thin horizontal line extends from the left side of the word "thank" across the page, passing behind the word "you".