

Always keep the “9 C’s” in mind while creating a pitch: *Concise, Clear, Compelling, Credible, Conceptual, Concrete, Customized, Consistent and Conversational.*

Section I

The Attention Getter (often in response to the question, “What do you do?”)

I _____ (fill in the blank):

- a slightly rueful description of your dream job, or
- a reference to your company and current events, or
- an oddly worded yet truthful description of your job

Section II

The Follow-up

Set the record straight.

“Actually, I am in the insurance business.”

Section III

The Positioning Statement

“Although our agency handles _____, _____ and _____, I really found my calling in the area of _____.”

Section IV

The Story

“Did you know _____ (fill in with some interesting insurance statistic or recent example of your business)?

When we (*heard, realized, saw, experienced*) that, our group decided on a (*different, new, strange, scary but successful*) (*approach, tack, track, tactic, solution*) “For example...”

Section V

The Closure

In the end, we provided successful _____.”

Section VI

The Hook

Bring attention back to yourself with a simple, "That is my job...and I _____."

Section VII

The Closing Question

Broach the topic of providing services to them, gracefully:

"I am not sure if what I do could help you, but I _____."

Develop several versions and practice switching between them, incorporating elements from each into a pitch.