

# Module Four:

## Pitching Your Value

Worksheet:  
❖ Pitch Your Solutions

## Pitch Your Solutions

Now we've spent time delving into your business and what you do, it is time to start structuring your answers into content that can be used in your marketing materials.

### Defining Your Products:

Working with the worksheets from the previous session, begin to craft the descriptions for your new products. The suggested template below, accounts for short form and long form.

#### ***LinkedIn Profile / Introductory content:***

PRODUCT TITLE:

Brief Overview:

Short Link:

#### ***For your website or brochure:***

Long Description:

Practical Aspects:

(Terms & Conditions):

### What does your company do?

When asked what we do we need to be concise and straight to the point. We need to hit on the value immediately or else we'll lose the persons attention. The following phrases can be used for written text and spoken word.

One Liner Pitch:

30-Second Pitch:

Note: Soon we'll be collecting these items into your Business Outline that will create a summary of the decisions you've made on this course and providing you a resource to refer to.