



International Consultant,
Pitching, Content Development



PITCHING 101

**10 QUESTIONS TO ASK YOURSELF
BEFORE YOU 'MAKE THE PITCH'
(OR HAVE THE CONVERSATION).**

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1. Is your project too early to pitch?

This is a tough question but the most important. You want to get it right. Partners and financiers are looking for the best. Don't waste their time or yours if you're not truly prepared.

2. Who are you pitching too?

Research your decision maker. Their slate of work, programme line-up is key to identifying and communicating what about your project is especially right for them.

3. What is your role in the project?

It's important to let the decision maker know up front the role you fill in this project. They will expect you to approach the pitch with different information, based on your role.

4. What is the title, genre, format, short synopsis, long synopsis of your

Keep it simple but specific. Make every word, character name, image, work for you. You want the decision maker to see your project in their head.

5. What sets your project apart? What are its unique selling points?

This is key to every pitch. If you can't answer this before you pitch, then your homework is not complete.

6. What are your ‘package of pluses’?

What are your highlights: team, financial partners, project origins, the stage of the project.

7. Why are you telling this story?

Your heart in the project. Specifically, how does your life experience, personal credentials contribute to the project to set it apart, illustrate ownership and authenticity? The more personally you are committed to the project and become involved in its telling, the chances are the more your decision maker will “buy in.”

8. What questions are you hoping they won't ask?

Have answers to these questions before you go in.

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9. What are your goals for the meeting?

The more clear you are about what you want from the conversation, the more direct the journey. Asking for advice is a very good place to start.

10. How do you intend to follow-up?

Always good to stay within the time allotted. A review of next steps is also a solid way to close a meeting. Each meeting is first and foremost a conversation. Deliver what you promised as follow up. Don't let it slip through the cracks. The follow-up thank you is all about building the long-term relationship and trust.

You've got this! Yours truly,

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**"BEFORE YOU GO INTO THE PITCH,
FIGURE OUT YOUR MOST FEARED
QUESTIONS AND HAVE STRONG
ANSWERS."**