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Ready, Set...Pitch: Marketing Yourself with a High Five for the NTA Promarks Spring Meeting

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Ready, Set...Pitch: Marketing Yourself with a High Five!

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“Before you can sell anyone else, you first must be sold on yourself.”

- Loral Langemeier

- *The Millionaire Maker’s Guide to Creating a Cash Machine for Life*

- *Nebraska Native!!*
Why a Pitch?

- Make a Memorable Impression
- Sell Your Services, Products or Ideas
- Build Relationships, Sales and Investments

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✓ Simplicity
✓ Unexpectedness
✓ Concreteness
✓ Credibility
✓ Emotion
✓ Story
Put Your Pitch to Work with the High Five!

1. What?
2. Who?
3. Wow!
4. Why?
5. When?
Step 1: Describe Your Idea

What?
Step 2: Identify Your Audience

Who?
Step 3: Catch Your Audience with a “Hook”

**Wow Factor!!**
- Stats
- Numbers
- Emotion
My Hook

“I am an Extension Educator with the University of Nebraska-Lincoln specializing in the areas of leadership and entrepreneurship” vs.

“Research shows that business coaching increases profitability by 22%...AMAZING!”
Step 4: Paint a Vivid Picture for Your Audience

Why?
“I am currently coaching a business owner, and his profits have increased each month over the course of our coaching relationship... even in this tough economic downturn!

He is spending time working on this business and is now planning for even bigger growth. He is also having a lot of fun! Coaching has really helped him achieve both his personal and business goals.
Step 5: Rescue Your Audience!

Why?
UNL Extension to the Rescue!!

“I know the current economic climate is challenging, especially for business owners.

I would really enjoy the opportunity to help you increase your profits too (while having some fun in the process of course!)

When are you available for a trial coaching session?
Step 6: Revise and Rehearse
“Research shows that business coaching increases profitability by 22%...AMAZING!"

I am currently coaching a business owner, and his profits have increased each month as a result of our coaching relationship... even in this economic downturn!

He is spending time working on this business and is now planning for even bigger growth! Coaching has really helped him achieve both his personal and business goals.

“I know the current economic climate is challenging, especially for business owners. I would really enjoy the opportunity to help you increase your profits... and having some fun in the process of course!

When are you available for a trial coaching session?
Step 7: Land Your Audience with Great Q&A

- What are questions you may be asked?
- How can you best answer them?
- What are some key points you want to make?
Success Tip:
Break the Ice!
Put Your Pitch to Work with the High Five!

1. What?
2. Who!
3. Wow!
4. Why?
5. When?
“The best way to predict the future is to INVENT IT.”

-Dr. Alan Kay

Inventor and Pioneer in the Computer Industry
Connie Reimers-Hild, Ph.D.

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