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Making a Pitch for Extension

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Making a Pitch for Extension

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Why Focus on Why? Because people...

- Connect with Purpose (The **WHY** Factor)
- Are Motivated by Personal Fulfillment & Passion
- Make Most Decisions based on Emotion

Your Extension Why

Take a deep breath, let it out...now, think about **WHY** you are involved with Extension. Begin free writing (without censoring your thoughts) about the reasons **WHY** you invest your time and energy working with Extension. Have some fun and show some emotion while writing about **YOUR EXTENSION WHY**. Draw pictures to stimulate whole brain thinking! Let go and enjoy the natural flow!

*Need a little help? Coaching questions to help get you started: Why are you connected with Extension? What does Extension mean to you? What personal stories can you tell to illustrate your **EXTENSION WHY**?*

Why Extension for Others?

Paint a Vivid Picture while Emotionally Connecting People to Extension

People are involved with issues and organizations because of personal gain. The best way to relate to others is to **FOCUS ON HOW EXTENSION BENEFITS THEM!**

Re-examine **YOUR EXTENSION WHY**. How can you use your own **WHY** to make a **PITCH for Extension**? *Coaching Tip: Use statistics, numbers and emotion as a WOW FACTOR to peak the interest of and connect with others.*



Time for a TEAM PITCH!

As a team, think of a target audience to talk with about Extension.

Name of Your Team: _____

Your Team's Target Audience: _____



As a team, use words and pictures to create a **WHY PITCH FOR EXTENSION**. *Coaching Tips: Make it personal, memorable and real. Let people know **WHY** Extension is the best! Give them proof...use testimonials and numbers to build your case! Sharing personal experiences, awesome financial info, numbers and **WOW Factors** will help sell yourself and Extension!*



Use Your Pitch for Extension!

What one thing will you **COMMIT** to doing **RIGHT NOW** to
TAKE ACTION on **YOUR PITCH FOR EXTENSION**?

"We don't accomplish anything in this world alone...and whatever happens is the result of the whole tapestry of one's life and all the weavings of individual threads from one another that creates something."

—Sandra Day O'Connor, First Woman to Serve on the United States Supreme Court

