

Establish Your **Objective**

What do you want them to do?

This is a fillable pdf – You can add your notes in the gray blocks below, and save it.



DAVID SAYS...

"I often hear that people find this part difficult. It's all about focusing on the action you want the audience to take, not just having them think differently. Think of it like this – what could they do at 09:30 on a Monday morning? Click something, email somebody, call someone, sign a cheque! These are the short term goals and the action we want the pitch to lead to."

What's your long term objective with regard to pitching? Signing a deal? Raising 500K investment? Getting someone in the audience to join your advisory board? Looking for employees? Need two million for an internal project?

What could be a short term objective – a first next step after this pitch? A follow up meeting? They visit your website? Sign up for your Beta program, or download your already-working app?

How could you say this objective in one sentence? Note – this could be your Call To Action near the end of the pitch.