

Cheat Sheet: A Simple Formula for Making a Great Pitch

✨ Use this framework to deliver confident, clear, and compelling pitches that win attention and inspire action.

Hook the Audience

Start strong with a bold statement, surprising fact, or thought-provoking question.

👉 Example: *“Did you know 70% of businesses fail because they can’t communicate their value clearly?”*

Tell a Story

People connect with stories more than data. Share a short, relatable example that frames the problem.

👉 *Make it personal, real, and engaging.*

Define the Problem

Clearly outline the challenge or pain point. Keep it relevant and urgent.

👉 *“Teams waste hours in unproductive meetings every week.”*

Present the Solution

Position your idea as the simple, memorable answer to the problem.

👉 Keep it focused, actionable, and easy to understand.

Show the Impact

Back your pitch with **data, results, or clear benefits**.

👉 Use numbers, testimonials, or projections to prove value.

Pro Tip

Practice your pitch out loud, refine based on feedback, and **adapt it for your audience**. Confidence comes from clarity + preparation.