PROFESSIONAL PITCH

**Your pitch should get the interest of your listener in 30 seconds** and be easy to recite.

**Your pitch should include who you are, what you do, who you sound like, and what makes you different.**

**Do your homework**
- Think about who you are pitching to. What is their role?
- How can you modify your pitch to intrigue them the most?

**Know your end goal**
- What are you trying to get out of this pitch?
- Your pitch is a networking tool. At the end of your pitch include ways to connect with you further.

“3 Cs” OF GOOD BRANDING

**Clarity**
Be clear about who you are, and who you are not. You cannot be all things to all people.

**Consistency**
Consistency gives your fans faith in you and sets expectations. Once defining who you are, you need to remain in line with that image across ALL mediums.

**Constancy**
Once you’ve established who you are, remain present in your image. You want to remain fresh in fans minds, but don’t want to bombard them with excessive information and advertising.