



The CAPSTONE Pitch Canvas

Audience	Opportunity	Date	Version
----------	-------------	------	---------





1. CLARITY

What do you do?

-  **NAME:**
Who are you?
-  **SAME:**
What industry or niche are you in?
-  **FAME:**
What makes you special or unique?





2. AUTHORITY

Why should I listen?

-  Key **INSIGHTS** you've developed?
-  Who are you **ASSOCIATED** with?
-  Awards, accolades, **RECOGNITION**?
-  Past **RESULTS**?

3. PROBLEM

What problems do you solve?

- Niche's 3 dominant problems?
- Impact: **FINANCIAL**, **EMOTIONAL**, **HEALTH** & **TIME**?
-    
- Ultimate fear?

4. SOLUTION

How do you solve them?

-  The **WHY**, **WHAT** and **HOW**?
- 3 key **BENEFITS**?
- Ultimate **RESULT** (Prize)?





5. THE WHY

Why do you do what you do?

-  What do you **BELIEVE**?
- Intersection of **VALUES**?
- Big **GAME**?



6. OPPORTUNITY

Should we work together?

-  What is your **OFFER** or **PROPOSAL**?
-  Vision for **FUTURE**?
-  The **PROMISE**?
-  Immediate **BENEFITS**?



7. NEXT STEPS

How do we work together?

-  What is your **CALL TO ACTION**?
-  What do you want them to **DO NEXT**?

8. ESSENCE

How will you leave me feeling?


-  What are you best **KNOWN FOR**?
-  How do you leave your **CUSTOMERS FEELING**?


The CAPSTONE Pitch Canvas

Audience	Opportunity	Date	Version
----------	-------------	------	---------

1. CLARITY

What do you do?

**NAME:**
Who are you?


**SAME:**
What industry or niche are you in?


**FAME:**
What makes you special or unique?


- CHARACTERISTICS:
- Clear, short & concise
 - Plain language
 - Jargon free


2. AUTHORITY

Why should I listen?

**Key INSIGHTS** you've developed?

**Who are you ASSOCIATED** with?

**Awards, accolades, RECOGNITION?**

**Past RESULTS?**



- ELEMENTS:
- Proof of results
 - Depth & breadth of impact
 - Quality & quantity of clients
 - Quantified outcomes
 - Credibility of brand associations
 - Calibre of recognition & awards

3. PROBLEM

What problems do you solve?

Niche's 3 dominant problems?

Impact: **FINANCIAL**, **EMOTIONAL**, **HEALTH** & **TIME**?




Ultimate fear?

- PROCESS:
- Identify problems
 - Extrapolate implications
 - Collapse future impact
 - Encapsulate ultimate fear and failure
 - Their language

4. SOLUTION

How do you solve them?



The **WHY**, **WHAT** and **HOW**?

3 key **BENEFITS**?

Ultimate **RESULT** (Prize)?

- SEQUENCE:
- Why you created it
 - What it is
 - Name it
 - Delivery infrastructure & process
 - Main benefits
 - Ultimate result

5. THE WHY

Why do you do what you do?



What do you **BELIEVE**?

Intersection of **VALUES**?

Big **GAME**?

- CHARACTERISTICS
- Personal story
 - Human
 - Emotive
 - Powerful

6. OPPORTUNITY

Should we work together?




What is your **OFFER** or **PROPOSAL**?



Vision for **FUTURE**?



The **PROMISE**?




Immediate **BENEFITS**?


- CHARACTERISTICS:
- Exciting and transformative
 - Inspires optimism & hope
 - Certain & confident
 - Easy to say 'yes' to

7. NEXT STEPS

How do we work together?



What is your **CALL TO ACTION**?




What do you want them to **DO NEXT**?


- CHARACTERISTICS:
- Specific and clear
 - Easy next step
 - Watch, read, listen, do

8. ESSENCE

How will you leave me feeling?



What are you best **KNOWN FOR**?



How do you leave your **CUSTOMERS FEELING**?

- CHARACTERISTICS:
- Reinforces credibility
 - Re-establishes results
 - Memorable & remarkable
 - Emotive & uplifting

The CAPSTONE Pitch Canvas

Audience	Opportunity	Date	Version
----------	-------------	------	---------

1. CLARITY

What do you do?

2. AUTHORITY

Why should I listen?

3. PROBLEM

What problems do you solve?

4. SOLUTION

How do you solve them?

5. THE WHY

Why do you do what you do?

6. OPPORTUNITY

Should we work together?

7. NEXT STEPS

How do we work together?

8. ESSENCE

How will you leave me feeling?