PROBLEM

**MONEY** 

TIME

**INSIGHT** 

**RECOGNITION** 

# THE CAPSTONE

YOU GET WHAT YOU PITCH FOR & YOU'RE ALWAYS PITCHING

**KEY PERSON**of Influence

I BELIEVE

**INTERSECTION** 

**BIG VISION** 

(Beyond making \$£¥)



**MARRIAGE** 

What's the relationship/vision?



**PROPOSAL** 

What are we doing?



**HONEYMOON** 

**Immediate Benefits** 

CALL TO **ACTION** 



BE **SPECIFIC** 



NEXT

STE

D

ESS

ENC

MAINTAIN **MOMENTUM** 

**AUTHORITY** 

# CLARITY

NAME

Personal Position Company



**EMOTION** 

SOLUTION

WHAT & HOW

(Expanded)

**3 KEY BENEFITS** 

**ULTIMATE RESULT** 

HEALTH

**ASSOCIATION** 

**(C)** 

**RESULTS** 

SAME Industry

Niche



FAME Specialty Status

Result

etc...

# TOP SEVEN PITCHING MISTAKES

- 1 Not rehearsing.
- 2 Sounding rehearsed.
- Not Specialising / Differentiating / Niching.
- Confusing people with jargon / spin.
- 5 Not following the formula.
- Waiting until your pitch is perfect.
- 7 Not evolving.

# THE OPENING

Right Time + Place

WINDOW OF LISTENING

Rapport



**REPUTATION** 

Specialty - Status - Result



**FEELING** 



**STORY** 



**IDEA** 

Copyright of Dent Global. All rights reser

Opportunity

# 1. CLARITY

# What do you do?



Who are you?



What industry or niche are you in



# 2. AUTHORITY

# Why should I listen?



Key **INSIGHTS** you've developed?



Who are you ASSOCIATED with?



Awards, accolades, **RECOGNITION** 



# 5. THE WHY

# Why do you do what you do?



mike@dent.global

What do you **BELIEVE**?

The WHY, WHAT and HOW

4. SOLUTION

How do you solve them?

# Should we work together?

6. OPPORTUNITY



What is your **OFFER** or **PROPOSA** 



Vision for **FUTURE**?



The **PROMISE**?



Immediate BENEFITS

# 3. PROBLEM

# What problems do you solve?

Niche's 3 dominant problems?









# 7. NEXT STEPS

# How do we work together?



What is your **CALL TO ACTION** 



# 8. ESSENCE

# How will you leave me feeling?



What are you best KNOWN FOR



# 1. CLARITY

# What do you do?



Who are you?



What industry or niche are you in?



What makes you special or unique?

# 4. SOLUTION

# How do you solve them?



The WHY, WHAT and HOW 3 key **BENEFITS**?

- Why you created it
- What it is
- Delivery infrastructure & process.
- Main benefits

# 2. AUTHORITY

# Why should I listen?



Key **INSIGHTS** you've developed?



Who are you **ASSOCIATED** with?

Awards, accolades, **RECOGNITION**?



- Quality & quantity of clients

Clear, short & concis

Plain language

Järgön free

# 5. THE WHY

# Why do you do what you do?



What do you **BELIEVE**? Intersection of VALUES

## **CHARACTERISTICS**

- Personal ston

# 6. OPPORTUNITY

# Should we work together?



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



Vision for FUTURE?



The **PROMISE**?



Immediate BENEFITS

- 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** 



## CHARACTERISTICS:

- · Specific and clear

# 8. ESSENCE

# How will you leave me feeling?



What are you best KNOWN FOR?



## CHARACTERISTICS:

- Reinforces credibility
- Re-establishes results
- Memorable & remarkable
- · Emotive & uplifting

# 3. PROBLEM

# What problems do you solve?

Niche's 3 dominant problems?



Ultimate fear?









- . Identify problems.
- Collapse future impact

# The CAPSTONE Pitch Canvas

Opportunity

1. CLARITY

What do you do?

Why should I listen?

2. AUTHORITY

5. THE WHY

4. SOLUTION

How do you solve them?

Why do you do what you do?

6. OPPORTUNITY

Should we work together?

# 3. PROBLEM

What problems do you solve?

7. NEXT STEPS

How do we work together?

# 8. ESSENCE

How will you leave me feeling?