

MAXIMIZE YOUR MARKETING 1.1

PITCH & PROBLEM

Key takeaways:

Your **brand** is constantly _____

The **tools** you use and your communication with your ideal customer should be aligned with where your business is today, and be mindful of where your business is going.

A good **pitch** is valuable throughout the phases of your business because you will always be talking about your business.

NAILING THE PERFECT PITCH

- 1 Who are you?
- 2 Who are you serving?
- 3 Which problem are you solving for your customer or client?

A good pitch should not only cover what your business does, it should address the problem your business solves for your ideal customer.



I own a shoe store.



I own a shoe store that caters to the needs of families by providing a play area for kids while their parents try on shoes.



LET'S PUT IT INTO PRACTICE

Imagine you are about to go on Shark Tank or you find yourself in an elevator with a known business investor. You have two minutes. What are some key things you are going to be sure to point out about what makes your business unique?

THE PROBLEM YOUR BUSINESS SOLVES

WHO YOUR BUSINESS SERVES

WHAT IS UNIQUE ABOUT YOUR PRODUCT OR SERVICE

Take the time to do this exercise. This work sets the foundation for future work in this course and the success of your business.

