

Be Game Ready to Give Your Pitch at Any Moment

Key points to include in your pitch:

- Speak with clarity, confidence and heart to be believable and build trust.
- Share the pain point of your specific target audience. What drives them? (Tell this in a story format.)
- Who are you and what do you do?
- What sets your company, product, or service apart?
- What are the results of working with you?
- What are some recent achievements to give credibility?
- Put most important points first, in case you run out of time.
- Make sure you use conversational language.
- Make your points specific, not vague or general.
- Finish with a big bang!

“So many business owners hit a wall in their growth that they just can’t get over. They feel helpless and stuck in their sales, profits and team challenges, and often have no life outside of business. Today, only 1.7% of women business owners are breaking 1m in revenue.

My name is Allison Maslan and I’ve built 10 successful companies and am the author of the Wall Street Journal best-selling book, *Scale or Fail*, that’s endorsed by Shark Tank, and why I founded Pinnacle Global Network 10 years ago where our team CEO Mentors have actually scaled their OWN companies beyond 8-figures. We work closely with our business owner clients to help them scale their companies, drive up revenue, and give them their personal freedom back on a daily basis. Our goal is to support 1 million owned businesses to surpass 10 million in revenue by 2025.”

1 Minute Pitch Example...