

THE PITCH KITCH

PITCH EVALUATION WORKSHEET

Creative ideas can be tough to sell. You're trying to convince someone of something that doesn't exist yet. More than that, you're trying to prove what value it will bring to them by working with you.

This worksheet is designed to put your pitch to the test.

Does your concept solve the challenge your client gave you?

Let's find out.

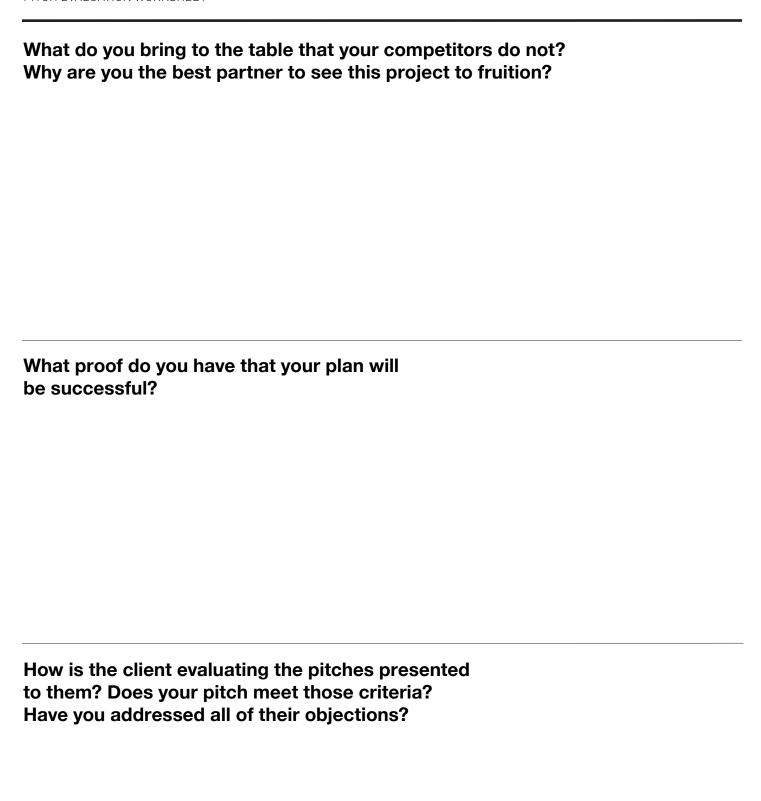
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In one sentence what is your concept?
How does your concept address the business/marketing goals of the client?
What message are you delivering to the target audience? Why do they care?

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If your idea passed the test, *rest assured,* you're ready for the pitch!

If you need help gaining clarity, understanding your client's goals, focusing your creative efforts, and developing an air-tight process for pitching, then check out The Pitch Kit.

thefutur.com/course/pitch-kit