

# THE PITCH KIT

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.

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**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?**

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**How does your concept address the business/marketing goals of the client?**

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**What message are you delivering to the target audience? Why do they care?**

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## PITCH EVALUATION WORKSHEET

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**What do you bring to the table that your competitors do not?  
Why are you the best partner to see this project to fruition?**

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**What proof do you have that your plan will  
be successful?**

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**How is the client evaluating the pitches presented  
to them? Does your pitch meet those criteria?  
Have you addressed all of their objections?**

**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](https://thefutur.com/course/pitch-kit)**