

Are you ready for this to be easy?

Are you ready to experience massive momentum, amp up your courage, and create your own opportunities? One short, sharp pitch – that takes precisely two minutes to write – can change your business overnight. How do I know? Because I've done it. And I've supported hundreds of my clients to do the same.

Every great bound forward in my business has involved taking a leap of faith and hoping like hell that I could figure it out. I have discovered that you can't die of embarrassment or self-consciousness. The worst that's likely to happen? You get ignored. And nobody's died of that either.

So how can you make this easy for yourself to press 'send'? Because this Life's A Pitch! challenge isn't technically difficult. I've made it as easy as possible for you – like copy-and-paste easy. We make it difficult part with the psychological warfare that we oftentimes wage against ourselves.

If this challenge provokes you, I want you to ask yourself: are you going to let your fears and ego take the reins? Or are you willing to let it be easy? Anytime you hear your brain saying something like, "but what about...?" or "I don't know enough" or "but she doesn't know about my unique situation", this is your cue to stop, press pause – then press 'send'.

Don't believe everything you think. Everything you want is on the other side of the ask.

Some beliefs that may be unhelpful, or sabotaging your progress

If you feel annoyed or defensive by the below, then these are likely sabotaging you:

- Work is hard. Results take a lot of time and effort, and are very difficult to achieve.
- My work should speak for itself.
- When I'm 'good enough' or 'ready' for the next step, people will tell me.
- Modesty is a virtue. I should be grateful. It's (wrong/insulting) to ask for more.
- People will think I'm full of myself if I put myself forward.
- I can't talk myself up or people will judge me.
- If people wanted me, they'd have asked.
- I'm easygoing. It's not good to appear too eager.

Some helpful beliefs to try on for size (print this out!)

Print this out, and tuck these into your brain to marinate on. Try them on for size:

- Pitching and sales is a fun game of possibilities, especially because it's social!
- Making more money could be easy. It could be simple. It could be fun.
- My earnings have absolutely nothing to do with my self-worth. My bank account isn't a reflection of my value, virtues nor talents. These things aren't related.
- Displaying enthusiasm – through reaching out and following up – is a good thing. Enthusiasm makes the world go 'round. Enthusiasm could be charisma.
- Being courageous doesn't always feel good because I'm challenging myself.
- The more I play to my strengths and preferences, the easier business will be.

Ready? Your first copy-and-paste script: pay a compliment

Let's warm up by introducing ourselves to a stranger and paying a compliment:

"Hello {first name, spelt correctly},

I've been admiring you from afar for some time, but your recent {blog post / video / email / work} inspired me to reach out to tell you how much I love what you're doing. Specifically, I appreciate {specific bit}. Thank you for doing what you're doing. Keep on keeping on.

{Your sign off} "

Do I need to introduce my business to family and friends?

Do your friends and family know what you do? Are you new to business? If so, this is your starting place.

Don't worry! You're not pitching your loved ones to employ you. You're pitching them for referrals. Name everyone you're going to email. You can send one group email. First, remove the relationships that have soured; but keep Aunt Betty on the list.

Second pitch: Friends & family (for new business owners)

Subject line: Exciting news! And a favour

Hello!

Recently, I started my own business and I need your help. Don't worry, I'm not going to hit you up for money!

My new business is specifically for {name your specific ideal clients} who are want {briefly describe the end goal or outcome of doing business with you}. Good people tend to know good people. So if you know anyone who's looking for:

- {Outcome A}
- {Outcome B} or
- {Outcome C}

then I'd greatly appreciate if you'd put them in contact with me so we can talk. I'd love you to introduce the two of us over email?

Please keep your eyes and ears peeled for any potential connections for me.

Thanks in advance,
{Your sign-off}

Are you Audacious?

You know you're ready for big things.

You ready for big cash months (double, triple what you're currently earning), perfect-fit clients, personally meaningful, intellectually stimulating work, and plenty of time to develop your ideas, invest in your thinking, and take Fridays off (if that's what you desire).

Audacious is a hybrid of one-to-one coaching, group coaching, as-you-need-it accountability, training and support, and one-to-one feedback. It's for driven, ambitious owners who are building a life, not just a business.

We support you to simplify, streamline and systematise, while also doing the essential mindset and identity work to ensure that you're leading, not reacting and responding.

My promise:

- You will see exactly how it's possible to hit your goal, whether that's \$20K+, \$30K+ or \$50K+ months, by working to your strengths, values and preferences, with a business that fits you perfectly.
- You won't be conforming to one way of doing things – the strategies we co-create are as unique as you are, and designed for your strengths, goals, opportunities and desired lifestyle. I'll coach you through becoming FAR more discerning about what to double down on, what to tweak and what to stop, so you have a business plan that's unique to you.
- You're not a number. I cap this mastermind at 10 owners, so I can properly get to know every single person's story, unique gifts, and (limitless) potential.
- I will remind you of what's truly possible, how simple it can be, and your greatness, so you don't get trapped in fear or caught up in the self-sabotage stories that pop up when we accelerate our growth.
- You will never not know your next step (whether that's your next strategic big move or inner work that needs to be done).
- You can trust that you're capable – because I only accept participants who I am 100% trusting are ready and capable of achieving their goals.

Audacious is by application.

Find out more about Audacious.