

## Goal digger

Are you ready to embrace your desires, be seen and heard by others as you stride confidently towards your goals, and celebrate others for their confidence, courage and bravery? Yes? Let's go!

With pitching, there are lots of possibilities. We can pitch individuals within organisations for work. We can pitch specific people to introduce ourselves and get to know them.

We can pitch someone to ask them to collaborate. We can pitch an idea to a journalist or ask if we can be a guest on someone's podcast, or write a blog for someone's website.

We can ask colleagues to spread the word about our new thing. Or ask a client to write a positive review or ask old clients to work with us again or to refer others to us. Really, the possibilities are endless.

Having a clear goal helps us stay focused when the going gets tough and we want to dig our eyes out with a spoon. Time to start goal digging!

When we've got a list, or a goal, or a purpose, I strongly recommend you make it visible: print it out, colour in your goals on paper, use gold stars, write these on your mirror or get them tattooed on your arm, whatever works! Making goals visible is an easy, powerful thing to do that will not just keep you focused but also normalise these for you (which is important).

Everything you ever wanted is on the other side of asking.

When I first started working for myself in early 2008, I thought I must know enough people to be able to reach further people who would want to engage my services. I started my business by telling family and friends what I was doing and who I was looking for. I asked them to refer people to me and trusted that they would.

Right from the start, I set myself goals. I set a goal for how much I wanted to invoice each month, and how much profit I wanted to retain (as much as possible!). I set goals for how many coffee dates and outreaches I would make. At the time, I was living in an inner-city suburb of Sydney and I started cold calling local businesses and introducing myself. I set goals for cold calls as well. Nobody wants to pick up the phone and introduce themselves to strangers, believe me.

With these two strategies of using my network and cold calling, I got enough clients so that I replaced my old Public Relations salary within a few months of commencing self-employment as a self-proclaimed digital marketer (which was pretty exotic back then).

If Covid has taught us anything, it's that we can't predict the future. While goals are awesome, goal setting is not about predicting the future (that's impossible). Remain open to the idea that things could turn out even better than your wildest dreams.

## *Who of my former colleagues could pitch for work?*

(These may be people you've worked with in the past. Or perhaps people you've met through study. Name them. Remember, you may be pitching for an introduction to someone else.)

## *Which of my old clients could I pitch for new work?*

(Go look at their websites and digital presence. Jot down any ideas you have for how you could help them.)

## *What industry, sector or niche am I targeting?*

If you're targeting several categories, sort these in your Opportunity Tracker.

## *Who would be an absolute dream to collaborate with, or have as a client? (List 10)*

Go nuts. Suspend your cynicism and disbelief. Get these ideas out of your head and onto paper – that's the necessary first step to making dreams a reality. Write them down and display these for you to look at regularly until it becomes normalised.

## Researching for cold pitching

Start with an organisation's 'About' or 'Our Team' web page. Next, use the LinkedIn search bar to search for the organisation or the names you've found and see what you can see. Once you've got one or two individual's names, try Googling, starting with the obvious: '[person's name] email' or '[person's name] phone'. You may be surprised how easy it can be.

Or, install the [Hunter Google Chrome](#) or [Hunter Firefox extension](#) to find emails through the website. You can send a message through LinkedIn or email.

## Pitch 1: cold pitch

Subject: [specific topic of your pitch]

Hello [insert first name]

I really [enjoyed/appreciated/benefited from your specific thing] and wanted to reach out to see if you need any help with [specific thing]. I'm a [name your occupation] with [specify your years of experience] and have experience with [relevant area that relates to what you're pitching]. You can see an [example of my work or blog post or video you've made that's relevant] here: [insert link].

Can we talk? When is convenient? I'm free on [insert day and range] or [insert day and time range].

I look forward to hearing from you,  
[Your sign-off]

## Pitch 2: super short cold pitch introduction

Subject: [specific topic of your pitch]

Hello [insert first name]

Can I discuss the possibility of [doing your specific thing] for [organisation name]? I'm a [name your professional title]. Are you the best person to talk with about this? If not, can you direct me to the appropriate person to speak with?

Thanks,  
[Your sign-off]

## *Seek to make cold pitches warm pitches*

Warm pitches are always better than cold pitches – so seek to find any connection that you can with the individual you're pitching. If you have a mutual acquaintance, name them in the first reach-out. You don't have to claim to be besties. Just draw connections so that your cold pitch becomes warm.

This can be surprisingly easy to do when you use the last pitch – and the person responds by copying in who you want to talk with!

## *Your attitude and perspective are expensive*

We're embracing the paradox of delusional optimism AND no expectations.

Nobody owes you their precious time and attention. They don't even owe you a response. Check your attitude – a sense of entitlement, resentment or frustration and anger have a funky scent that puts people off. Your attitude is more obvious than you think.

Your attitude and your perspective are expensive – they're either making or losing you money. Enthusiasm is precious – and rare. It's easy to be cynical, as the world slings you disasters, disappointments, tragedies and traumas. Resist!

Before I send any pitch, proposal or ask, I say a little prayer (to who, I'm not entirely sure). I send my message with delusional optimism while doing my best to keep my expectations in check. I'm not desperate, needy, angry, nor jaded. I'm excited – but without expectations.

If you're physically, mentally and emotionally exhausted, look after yourself. You are your biggest business asset. Seek out pockets of joy in everyday things. We need you at your best.

# 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 established in business and building a life, not just profits.

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.](#)**