

## Can we talk?

### Here's the process:

1. Identify who you want to pitch and why (we've done that)
2. Research who you're going to pitch – use a timer
3. Write and send your pitch – I've made this stupendously copy-and-paste-easy for you
4. Record who you've pitched so you can keep track
5. Follow up and track your pitches

Research is a bit like the three bears porridge – not too much, not too little, but 'just right'.

If you're a bull-type person, thinking Brook-I-can't-be-bothered-reading-all-this-I-just-want-to-pitch, then you likely need to research more. Research and figure out the basics: what do you believe this individual needs, why are you well equipped to deliver this, and your call-to-action (this is your requested next step at the end of your pitch).

If you're a PhD-style over-preparer, then I've got bad news: investing too much time in researching is self-defeating. While there are exceptions, nine times out of ten, you're procrasti-perfecting and calling it work. Set a forty-minute timer, with the view of reducing to twenty minutes (or less!) per pitch. You can do thorough research after you've been paid.

Today, we're going to pitchin' with the best of 'em! We're going to write, send, write, send, write, send, until we're spent. Then we're taking a handstand break (or tea break) and repeating the process.

Use a timer to track yourself so you don't get lost down the procrasti-research and procrasti-planning hole. We're moving faster and (over)thinking less. Send, send, send.

**Ready?**

## Pitch 1: old clients, asking for work

Subject: Saw this and thought of you

Hello {insert name}

I saw this {article/video/report} and thought of you: {insert link to the thing}.

I noticed that you're doing {specific thing} and wondering if you need help? As you know, I offer {Service A} which would be hugely useful in helping you with {their desired outcome}, as well as {their desired benefit, eg: freeing up your time}.

If you're keen to {achieve a specific objective}, I'd love to help.

If you'd like to talk further about this, or any other work that may need doing, I'm free {insert day and range} or {insert day and time range}. Please let me know.

Looking forward to catching up,  
{Your sign-off}

## Pitch 2: old clients, introducing your new offering/package

Subject: I'm so excited

Hello {insert name}

A while ago {or name exact date/specifics of conversation}, we talked about {their priorities/desires/goals/focus}. You said {summary of their priorities/desires/goals/ focus, with a positive slant!}.

Well I'm excited to get in touch today, because I've just launched {name your new offering/package/program} and I reckon you'll be PERFECT for it. This is for the {name your ideal client} who is already been {achieving key thing} and knows exactly how valuable {the thing you do} is to {achieving key outcome}.

I'd love to discuss this further OR I'd love to send you some more information. Are you free on {insert day and range} or {insert day and time range}? If not, can you suggest a couple of convenient times for you?

Looking forward to it,  
{your sign-off}

## *Pitch 3: existing clients, introducing new piece of work*

Subject: Let's get this party started

Hello {insert name}

As you'll recall, we spoke about how, to achieve {insert specific outcome}, it would be a smart move to do {insert specific thing}. I know you're keen to {insert the client's best-case scenario for what they want to achieve in future} and I'm confident that together, we can do just that.

The first thing that needs to happen is {insert specific thing}. Are you free on {insert day and range} or {insert day and time range} or {insert day and time range} to start the ball rolling? I'm looking forward to discussing this further with you.

{Your sign-off}

## *Are you pressing send? Or doing procrasti-education?*

If you're reading these pitches thinking 'that's nice. That could work' but not actually copying-and-pasting, editing and pressing 'send', can I suggest, you're procrasti-educating?

This is super common! As a business coach, I see this all day long. Over- preparing, researching and calling it work, and generally doing all they can to avoid doing what they know they need to do to get what they say they want. In the worst cases, business owners return to university to get the upteenth degree that will – finally – give them the legitimacy they appear to be seeking.

Stop. There are far more interesting things on Netflix than in this here document. Stop with all the to-ing and fro-ing and press send. What's the worst that could happen? You never hear back. So what? Don't let your ego become a liability. You're better than that.

Business education is 99% practical and 1% theoretical. You've got to do it to learn it. You've got to try to get feedback. You've got to stick your head up and say 'take a chance on me' if you want people to do just that. You've got to back yourself. You can do this. You've got the goods.

Go ahead and ask.

# 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.](#)**