

Getting on a roll

Way too many businesses take a stop-start approach to marketing. Either they're busy working and stop doing marketing, or they're dead quiet and they're marketing desperately for clients. As a result, their income is stop-start, with lots of dry patches in between busy periods, and their marketing is far less effective than it could be.

The best time to do marketing, sales, pitching and outreach is daily or weekly, and **especially** when you're busy, because you're harnessing your energy to multiply it.

The best time to make a pitch is just after someone has said 'yes'. The best time to make a sales call is right after a successful sales call. The best time to pitch for new business is when you've just secured new business. The best time to secure a piece of work for something new you're keen on is right after you've just secured a piece of work for something new you're keen on. Momentum begets momentum.

Get on a roll by maintaining momentum rather than stop-starting all the time. Momentum means you receive a much bigger impact relative to the energy you put in. Without it, you're expending a lot of energy for little return.

So let's keep going with short, sharp, minimal-research pitches. We're going to look at pitching for publicity, client praise and referrals, and open-ended 'let's meet and see' pitches. Don't stop at one. Keep going. Take a break. And go again. (On repeat.)

Pitch 1: pitch story ideas to a journalist

Subject: {Your best headline - see below}

Hello {insert first name}

I'd love to contribute an article to {media name / section of media} on the topic of {specific topic}. I saw your recent article on {related topic} and thought this would make a great complementary topic.

Here are a few headlines I'm thinking:

- {headline 1}
- {headline 2}
- {headline 3}

I'm a {your title} and {related factoid/s that are highly relevant to your pitch}.

Looking forward to hearing from you,
{Your sign-off}

Pitch 2: pitch yourself to a podcast owner

Subject: {Name of webinar or podcast} pitch

Hello {insert first name}

I'd love to be a guest on your {name of podcast}! I loved your {specific detail about them}. I'm a {name your position/title as briefly as possible} and I've been {doing something specific that closely relates to the topic of the podcast}.

Here are a few topic ideas that we could discuss that I think your audience would love:

1. Idea 1 (one sentence on something fascinating, quirky, provocative or memorable)
2. Idea 2 (one sentence on something fascinating, quirky, provocative or memorable)
3. Idea 3 (one sentence on something fascinating, quirky, provocative or memorable)

Can we discuss? Or can you direct me to a form to fill out?

Thanks in advance,
{Your sign-off}

Pitch 3: open-ended collaboration introduction

Subject: Great idea

Hello [insert first name]

I saw your [article/video/email/report] and thought I should reach out as [insert specific relevance of their thing to you]. I'd love to discuss the possibility of collaborating to create [specific outcome]. I've got a few ideas that I'd love to get your thoughts on?

Can we jump on the phone to discuss? I'm free on [insert day and time range] or [insert day and time range] if either of these work? Or please suggest an alternate, convenient time.

Yours in anticipation,
[Your sign-off]

Pitch 4: asking clients to use their words for a testimonial

Subject: Can I use your words?

Hello [insert first name]

Thank you so much for your lovely words! I've really enjoyed working with you too. I was hoping that I could use your words in a testimonial? I've taken the liberty of editing them. You wrote: "[insert client's words]."

I've edited to read: [insert your edit of client's words]."

Is this okay with you? Let me know if you want to change anything?

Yours in anticipation,
[Your sign-off]

Pitch 5: asking clients to re-sign

Subject: Let's stay on a roll!

Hello {insert first name}

I've really enjoyed working with you and feel like we're just getting started! I hope you feel the same? Let's stay on this roll – I'd love you to re-sign. Please click here to make it so > [LINK to payment plan and/or contract]

To being a 'roller',
{Your sign-off}

Pitch 6: asking clients to interview them for a case study:

Subject: I'd love to spotlight you

Hello {insert first name}

I've really enjoyed working with you and was hoping to write up our experience together into a client case study? If you're open to it, can we line up a 20 minute phone conversation? If that's okay by you, can you please nominate a few convenient times that work for you?

Thanks in advance,
{Your sign-off}

Pitch 7: asking someone for an introduction

Subject: Can I ask a favour?

Hello {insert first name}

This is a bit cheeky but if you don't ask, you don't get! I really loved how you recently did [specific thing]. I'd love to do something similar, drawing from my [specific experience / number of years of experience]. I was hoping you might introduce me to [key person]. I would be forever grateful! Please let me know how I can return the favour (and your mailing address, so I can send you a surprise!).

Thanks in advance,
{Your sign-off}

Asking for permission versus asking for forgiveness

You may notice a certain presumptiveness or cheekiness to some of these emails. This is pitching.

You, as the person pitching, aren't waiting to be asked or noticed or given permission. People aren't mind readers and telepathy is not a reliable strategy. Even our nearest and dearest don't know what we want! So please – for the love of chocolate – ask for what you want.

A dash of presumption (not a sense of entitlement) encourages confidence in the recipient. You sound confident and this inspires confidence in the person receiving your pitch. The magical phrase “thanks in advance” embodies that. It's polite as well as presumptive.

Finally, brevity is courtesy. Pitches often aren't successful because the person pitching bangs on and on about themselves and overwhelms the recipient. People are busy and distracted.

Be respectful of others' (precious, limited) time by being brief, making it specifically relevant to them, and easy for them to respond to.

Remember, a lot of these pitch emails are just the very first step. The longer emails and details can come later.

As Mark Twain said, “I apologise for such a long letter – I didn't have time to write a short one.”

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.](#)