

We prioritise what we value

So what do you value?

Our time and attention are the most precious thing on earth. We are given a finite quantity. How do you invest yours?

When Monday rolls around, where do you spend your (limited) time and (precious) attention?

Are you putting your future front-and-centre, focusing on high-value business activities such as reaching out to people, making offers, and getting your work in front of more people? Or do you jump straight into other people's priorities – letting your inbox dictate your time and focus, and postponing fun (and lunch) until you've struck other people's priorities off your list?

As business owners, sales are our lifeblood. If we don't have sales, we don't have a business. Part-and-parcel of sales is pitching, marketing, outreach, and following up. Marketing warms people up while building a community around your business, whereas pitching is clear and direct, inviting people to take action.

We pitch and sell all the time without calling it as such. I pitch my kids to eat their brussel sprouts ("they're actually tiny cabbages! You like cabbage. See how cute they are!"). When you make high-value activities your number one priority, your business will completely transform. It'll feel radical at first, if you're not used to it. But it will get easier and start to feel natural and normal.

Everything you want is on the other side of asking.

Tracking pitches and following up

You've gone to the effort of sending your pitches. So you've got to follow up, right? Here are just a couple of statistics (there are many more) to encourage you: 50 percent of sales happen after the fifth follow-up (according to ZoomInfo.com) and 60 percent of customers say no four times before saying yes (according to NewGrowth.com).

Use your Opportunity Tracker and keep it within easy reach (I save it on my desktop). I stop following up on some, as we're either working or collaborating together, or I get a firm 'no', or I give up. (Yes, you can give up. But not before you've given it a red-hot go.)

When considering following up, popular refrains include: 'if they wanted me, they'd have gotten back to me by now'; 'I'm being pushy'; 'I'm bothering people'; and my favourite 'I'll look desperate'. Resist.

When you follow up with someone, you're doing them a favour by taking the initiative. You're answering any questions they may have, giving them further information, and addressing any concerns. Ideally, the next step from here is giving them a quotation. But you won't get that far if you never follow up.

Follow up: don't say "just following up"

Don't say "just" or "just following up". This is conventional, obvious, and unconfident. Every time you say or write something that people are expecting, they simply won't hear it – you've made yourself invisible. Use humour, quirk, and tiny details – life's too short to be boring.

Keep it short, polite, upbeat, and memorable. Check your tone! Don't make people feel bad if you want them to respond. If you make people laugh, they'll love you forever.

"Are you still interested in {subject of pitch}?" This is a great email subject line. It works because it's short and specific. The body of your email is almost identical. Don't pad it out!!

You can also try: **"Want to check in to see how you're feeling about {offering name/proposal/pitch subject}?"** or **"I'd love to see how things are landing with you for {offering name}?"**

Continue with: "I don't want to keep hassling you if you're not interested, so please go ahead and say 'no' if it's a no, or 'not right now' if you'd like me to follow up later. Or you can try: "I saw this and thought of you" and include a link, resource or introduce them to someone relevant to them. The purpose here is to stay top-of-mind, and be a useful, helpful human.

The psychology of pitching

Hopefully, Life's a Pitch!™ has been fun. But it's also normal to feel resistance or be triggered.

We are socialised to judge our sense of self with how other people view us or treat us. We are socialised to entangle our self-worth with how many hours we work and how productive we are. We are socialised to entangle our self-worth with how much we earn in business.

We're not born doubting ourselves. No baby is born a perfectionist, while strangely proud of it. Toddlers aren't people-pleasers – they can be self-centred little tyrants – we socialise them to be considerate (sometimes way too considerate).

This same socialisation process stops us from advocating for ourselves and our needs. And if we don't address this, it means we make business far harder than necessary.

Self-advocacy is built on a foundation of clarity and centredness. To effectively advocate for ourselves, we need to be able to see when anxiety, fear, urgency or perfectionism is driving the bus.

When I advocate for myself, I'm clear on what I want and need, and this has a flow-on effect with the people I'm interacting with. My clarity and confidence gives them clarity and confidence (perhaps in becoming clear and confident in turning me down!).

When I'm acting from my socialisation, I don't tend to advocate for myself. Society and culture tell me that putting myself first is selfish and narcissistic. Society and culture tell me that my ambitions aren't feminine and talking openly about money is distasteful. Society and culture tell me that I can't prioritise my own needs in business above those of my clients ("the customer is always right", right?).

Acting from my socialisation, when a client request hits my inbox, I get a little hit of dopamine from being helpful. And this is all well and lovely – and you can earn a reputation for excellent customer service – until you find yourself habitually, obsessively checking your inbox for client emails and inquiries; jumping on every request; scrapping your own plans because a client needs you; and working all the time because you equate this with virtue.

I've had clients cancel quarterly planning sessions with me because their client needed something. I had one client tell me she couldn't commit because she had to "wait and see", while missing the irony of making time for planning. There is a better way, which is more healthy, profitable and, ultimately, helps us create the kind of world we wish to see.

Life's a Pitch! is a practice

Ideally, pitching, sales, marketing and promotions shouldn't be a one-off event but habitual, routine, normal. If you're new to business development, start by setting yourself monthly revenue targets and writing a profit plan to help you achieve this. Then write a marketing plan to help ensure you can sell what you plan to. (We do both plans within [the Hustle & Heart program](#), and participants get my one-to-one feedback on both.)

You brush your teeth twice a day every day, without thinking about it, arguing with yourself about it, or trying to decide whether you're in the mood for cleaning your teeth. You just do it because it's good hygiene. Marketing should be the same. Marketing, pitching, outreach, networking – these bring you a steady stream of sales.

Your pitching can be used for attract marketing activities – particularly using other people's audiences to grow your own, for example, through joint webinars, guest blogging, being a guest on a podcast, training on someone else's program, etc. (More on this [here](#) and [here](#).) Regular marketing nurtures prospective clients, while using other people's audiences grows your audience quickly.

Nowadays, pitching has become habitual. When I'm surfing the internet (a hazard of my job), I pitch as I go, when I see opportunities for work or potential publicity or possible collaborations that look like a good fit. Everything becomes far easier when you stick at it, and your effort-in to result-out ratio starts to shift in your favour.

Building your resilience through joy, courage and support

My business is called Hustle & Heart for a reason – because hustle needs heart: to slow down, appreciate the good stuff, bring our whole selves to our business, and use values as our GPS, to help guide our decisions.

And heart needs hustle: to be socially-minded, to pitch and ask and advocate for our needs, to follow through on our dreams and intentions with the work that will bring results. One is not superior to the other. Both need each other.

Pitching, sales, following up with people, forging connections, introducing yourself to strangers – these regular practises build our courage muscle. And part of effective muscle-building is rest.

As the artist Banksy says, learn to rest, not to quit.

Building resilience is part-and-parcel to building your business. When you're regularly practising courage by making ourselves deliberately uncomfortable, you need proper rejuvenation through self-care. Self-care is a community endeavour, not a solo sport. You build resilience by asking for – and graciously receiving – more support (emotional and practical).

The more our business grows, the more important it is for us to have a strong, supportive network of colleagues, an inner sanctum of loving friends and family, and time away from business.

We build our resilience by practising everyday joy and making joy a KPI in your business, through celebrating all the things rather than waiting until the final act, and advocating for our own needs in business (and life).

By taking the self-confidence that we practise in the world and internalising it into self-esteem. And by appreciating that our profits are part-and-parcel of self-care, allowing us to redistribute wealth as we see fit, away from the old rotten status quo of multinational monopolies, and towards values-based small business and ethical producers – people like you and me.

It starts with having the audacity to 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 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.](#)