Pitching 101

10 Questions to ask yourself before you **'Make The Pitch'**
(or have the conversation)

1. Who are you pitching to?

Researching your decision maker. Their slate of work, programme line-up is key to identifying and communicating what about your project is especially right for them.

2. What is your role in the project?

It's important to let the decision maker know up front the role you fill in this project. They will expect you to approach the pitch with different information, based on your role.

3. What is the title, short synopsis, long synopsis of your project?

Keep it simple but specific. Make ever word, character name, image, work for you. You want the decision maker to see your project in their head.

4. What sets your project apart? What are its unique selling points?

This is key to every pitch. If you can't answer this before you pitch, they your homework is not complete.

5. What are your 'Package of Pluses'?

What are your highlights: team, financial partners, project origins, the stage of the project

6. What are you bringing to the project?

Your heart in the project. Specifically, how does your life experience, personal credentials contribute to the project to set it apart, illustrate ownership? The more personally you are committed to the project and become involved in its telling, the chances are the more your "decision maker' will "buy in".

7. What questions are you hoping they won't ask?

Have answers to these questions before you go in.

8. What are your goals for the meeting?

The more clear you are about what you want from the conversation, the more direct the journey.

9. How will you close the meeting?

Always good to stay within the time allotted. A review of next steps is also a solid way to close a meeting.

10. How do you intend to follow-up?

Each meeting is first and foremost a conversation. Deliver what you promised as follow up. Don't let it slip through the cracks. The follow-up thank you is all about building the relationship.

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