

# Pitch Checklist

## 10 rules of the pitch

### Why are these important?

This checklist covers the Who, What and How of your pitch, with questions at the end to make sure you and your team are creating the impact you want on your audience

## Pitch Checklist

Check if your pitch survives the 10 rules:

- |                          |  |
|--------------------------|--|
| <input type="checkbox"/> | STRUCTURE - the pitch is easy to follow                      |
| <input type="checkbox"/> | VOICE + BODY LANGUAGE - the pitch is compelling to listen to |
| <input type="checkbox"/> | CLARITY - a 12-year-old could understand it                  |
| <input type="checkbox"/> | VISUAL - it speaks with images, not just words               |
| <input type="checkbox"/> | TARGETED - it says You more than I                           |
| <input type="checkbox"/> | SIMPLE - there is no jargon or 'fluff' language              |
| <input type="checkbox"/> | RAPPORT - it creates a connection with the audience          |
| <input type="checkbox"/> | EMOTION - it tells a story                                   |
| <input type="checkbox"/> | CREDIBILITY - it survives the 'why me / why us' test         |
| <input type="checkbox"/> | ATTENTION - the pitch is memorable                           |

## Key Questions

How would you summarise the overall message of the pitch?	
What were the main points you took away from the pitch?	
What stood out most to you that worked well?	
How would you describe the presenter(s) delivery style?	
Were there any parts of the pitch that confused you?	
What could be improved in the <i>content</i> of their pitch?	
What could be improved in the <i>delivery</i> of their pitch?	
Add any further comments	

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