



STEP BY STEP PITCHING PROCESS

Use your initiative and create your own opportunities.

Our fabulous guest, Martina Dennis, from [episode 2 of the Mum to Millionaire podcast](#) went out to look for clients – she took action.

This is her step by step pitching process

- 1) Do a business plan specifically for that pitch. This doesn't need to be a fully in-depth proper plan (I don't want to scare you!) By making a plan, it will focus you on your business and the meeting with the potential clients / customers.
- 2) Know your break even point, your margins and what you can and can't work for. Know when to draw the line. Just because they are a potential client don't de-value yourself, your product or service.
- 3) Don't be intimidated by CEO's or directors of companies – they are people just like you and remember you are the CEO of your company too!
- 4) Research who you are going to see. Their background, exactly what they do at the company, know EVERYTHING about their business.
Top Tip – Find them on LinkedIn to see what they look like. It will make the whole pitching process less scary if you know who you are meeting.
- 5) Practise in front of your family or friends. You could get your children to pretend to be the clients! Have confidence in your own pitch, you are an amazing businesswomen
- 6) Give the clients tangible things to look at while your pitching e.g leaflets of your pricing – this could be done on a simple word document (like this one)
- 7) Give personalised samples – Go above and beyond – Put the effort in and you will see the results. Martina gave cupcakes but took the time to personalise them with the company's logo.
- 8) Be confident, be prepared as much as you can and just try your best

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Be Confident, Be Brave, Be You
Thank you for being part of the Mum to Millionaire journey