

Pitch your Purpose

Convince prospects in the first chat

Ever had that awful moment where someone asked you what you do and you felt insecure or not confident enough to bring it across in a "OMG - I need THAT!" way? Work through this sheet and start smashing your networking conversations.

1. Identify the problem: What problem are you solving for your customer?

Try to narrow this down to a few words or a sentence. It's good to cut straight to the chase so that your listener can stay focused and alert. My example:

Many women who have successful careers sooner or later find that they have been living by standards that are not their own and they are searching for something more in life. They are ready to live a life on their own terms, but sometimes lack the confidence, vision or structure to build a meaningful business on their own. Sometimes they have already taken the leap, but feel stuck on their current level.

2. Identify the goal or solution: What outcome do you help your customers achieve?

This is much easier once you have identified the problem. Try to stay focused on the most important points to mention. My example:

These are soulful and creative women who are ready to connect to their biggest gifts and bring them forth with impact. They believe they can positively influence this world, while making an abundant income and having time to enjoy life.

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3. Your USP aka hook: What's different about your approach?

Now that you know what problem you are solving, write down what is unique about your offer. What makes your product or service unique? Or what makes HOW you are solving the problem unique? My example:

I bridge the three most important pillars to achieve this: spirituality, personal development and business coaching. I first focus on helping my clients unblock and take away fears and doubts through energy healing. Then we focus on clarifying her goals and start reprogramming herself to match the vibration of these goals. While she is incorporating new productivity and self development practices we start working on her business - the messaging, packaging, processes, etc. - so that she can efficiently up-level her business and whole life.

4. Ideal Customer: Who are you serving?

Hint: "Women" is not an ideal customer. Narrow it down! What does she do, how old is she, what's meaningful in her life? What are her hobbies and values? You won't want to do this exercise. Do it anyways! My example:

Louise, 32, lives in Washington D.C. She has always performed well in the corporate world and put in all the hours and energy that was expected of her. Close to a burnout she realizes she can't go on like this for the rest of her life. She longs for more freedom, purpose and happiness. She believes everybody has a purpose and is on a mission to build a business around her purpose. She started her intuitive coaching business and got a few clients. Yet, it's not enough to truly make a good living. She's working long hours and feels overwhelmed. She'd like to have more clarity around how to make her business more profitable and impactful. She is a big fan of being her best self and knows that only when she overcomes her personal fears, doubts etc. she can become the business owner who has the kind of business she desires. She is ready to do what it takes to lift herself and her business to the next level. She meditates, eats well and is interested in manifestation and how to finally make it work for her. She gets spiritual guidance regularly. Her own and from others, so that she can stay aligned and centered in her own mission.

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5. Make a story

Now you have all the information that you need to say what you do in a meaningful way. Come up with a good story for your listeners and make them want to listen to you. Don't tell a boring or super long story. Think of who is standing in front of you and how you might make your service or product relatable to them. Brainstorm a few ideas on how you could start explaining what you do in an authentic and interesting way:

6. Practice

The more you practice your pitch and know the core components by heart the easier it will be for you to adjust it to your current audience. Have fun with it! Write down the outline of your pitch below:

Practice with friends, like us! Feel free to share your pitch under the blog post [HERE](#) or in my Facebook Group for creative, soulful entrepreneurs like you here: [Expand Your Light. Elevate Your Business & Life.](#)

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Conversation example:

The pitch you've carved out by answering the questions before, may look like this when talking to a woman that is an ideal customer. This is made up just to get the point across and doesn't mean it's the perfect way to do it - you have your own style!

Ideal Customer Woman: "So, what do you do?"

Answer: "Well, let me ask you a question to better explain. Have you ever felt like you have a lot in your life, and you are grateful, yet you have this craving for more meaning and depth? A feeling that tells you - this can't be it. You have a good job and you're good at it, but it feels as if you are not living your genius?"

Ideal Customer Woman: "Hmm, probably. Sometimes I wonder where my life is going. My job is very time and energy consuming and sometimes I wonder how I could even fit a family, vacation or even a hobby in."

Answer: "I've been in this situation years ago so I understand very well what you're saying. I quit my corporate 6-figure job as a Product Director for an online fashion company and now help women entrepreneurs leverage their gifts to build a business that gives them the freedom, impact, money and purpose they desire. I help them become their best self in business AND life. Does that sound like something you are secretly craving?"

Ideal Customer Woman: "Yes, how do you do that?"

Answer: "I call my approach the Business Alchemy Blueprint. I bridge the following three core areas that are needed for consistent success:

1. Spiritual aspects like energy healing to release blocks, manifestation to align to and attract your goals and spiritual channeled guidance for targeted actions.
2. Self development practices to create a success mindset, become more productive and to imprint new behaviors.
3. And of course business coaching to find and implement the leverage and processes that is needed to have smart success. Work smarter, not harder.

My approach is unique in this regard.

On my path I've found that only business coaching did not work for me. I needed mindset shifting tools and to become a different me in order to achieve the high vision I am holding for myself. A dash of magic always does the trick for me. Have you ever read about the Law of Attraction?"

...I think you get the point :)

Now head over and share your pitch under the blog post [HERE](#) or in my Facebook Group for creative, soulful entrepreneurs, like you, here: [Expand Your Light. Elevate Your Business & Life.](#)



Sharon Kirstin
Modern Alchemist, Transformational Coach, Energy Healer & Spiritual Mentor

She bridges the gap between spirituality, personal and business development. When you are ready to dive deep into your self and heal your fears, doubts and the limits you set yourself, you'll be able to rise above your current reality and create the future in business and life that you desire and deserve. Her Business Alchemy Toolkit includes energy healings, channeled guidance from spirit, mindset makeover tools, personal development practices and hands-on business coaching. Be ready to see Modern Alchemy in action!

Find out more about her work:
www.sharonkirstin.com