

A dark silhouette of a hand holding a smartphone is the central focus. Overlaid on this are several geometric elements: a light blue triangle with a small blue dot at its top vertex, a light blue plus sign, and a dotted orange circle. A solid white diagonal line runs from the top right towards the bottom left, passing through the hand. A solid light blue square is positioned behind the text 'EVALUATION'.

PITCH EVALUATION KIT

This worksheet is designed to put your pitch to the test.

Creative ideas can be tough to sell. You're trying to convince someone of something that doesn't exist yet. More than that, you're trying to prove what value it will bring to them by working with you.

In one sentence what is your concept?

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What message are you delivering to the target audience? Why do they care?

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How does your concept address the business/marketing goals of the client?

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What do you bring to the table that your competitors do not? Why are you the best partner to see this project to fruition?

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What proof do you have that your plan will be successful?

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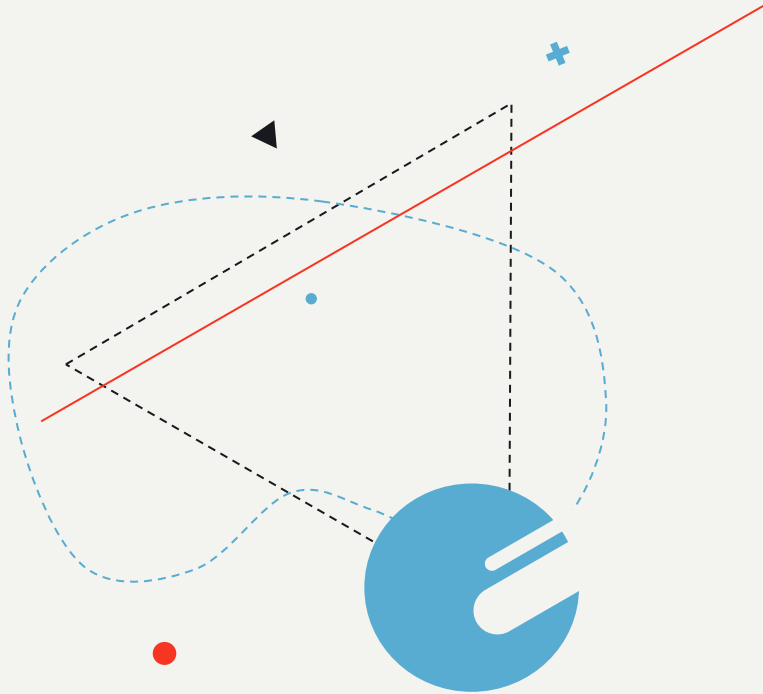
How is the client evaluating the pitches presented to them? Does your pitch meet those criteria? Have you addressed all of their objections?

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**IF YOUR IDEA
PASSED THE TEST,
REST ASSURED,
YOU'RE READY
FOR THE PITCH!**

WAS THIS HELPFUL?

Take the next step

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