

Formula – Ditch the Pitch – Draft One

___My Company Name / I ___ offer(s)

_____(Transformation / End Result)_____ &

_____ (Transformation / End Result)_____

Through (Description of Desired Brand Position
and **select** products or services –
don't list everything. Hit the highlights)

Note: In module 4, we will add your Perfect-Fit Customer to the 2nd draft

Example – Ditch the Pitch



Lisa Robbin Young offers **inspiration & know-how** through live and online experiences that are no-nonsense, compassionate, & results-oriented.

Ditch the Pitch - Draft One

_____ offer(s)

_____ &

Through _____
