

Formula – Ditch the Pitch – Draft Two

___My Company Name / I ___ offer(s)
_____(Transformation / End Result)_____ &
_____(Transformation / End Result)_____
To ___(Perfect-Fit Customer Key Descriptors) _____
Through (Description of Desired Brand Position
and **select** products or services –
don't list everything. Hit the highlights)

Note: You can scramble these around, so long as all the elements are in tact.

Example – Ditch the Pitch – Draft Two



Lisa Robbin Young offers inspiration and know-how to creatives and entrepreneurs that want to believe in their dreams again through fun, authentic & results-oriented live and virtual events.

Example – Ditch the Pitch – “Scrambled”



Lisa Robbin Young
inspires creatives and
entrepreneurs to
believe in their dreams
again through fun,
authentic & results-
oriented live and
virtual events.

Ditch the Pitch - Draft Two

_____ offer(s)

_____ &

To _____

Through _____
