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# PERFECT YOUR PITCH *WORKSHEETS*

Grow your revenue and reputation with a clear marketing message  
that attracts your ideal clients



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**Character  
(Hero)**

**Who has a  
Problem**

**Who meets  
a Guide**

**The Guide  
provides a Plan...**

**and calls on the Hero  
to Take Action**

**Success**

**Failure**

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# THE CHARACTER (HERO)

Describe your character/ideal client. Who do they want to become? What do they want from you?

We help clients go from \_\_\_\_\_ to \_\_\_\_\_.

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# HAS A PROBLEM

External Problem:

Internal Problem:

Philosophical Problem:



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# MEETS A GUIDE

Your Empathy::

Your Authority:

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# WHO GIVES THEM A PLAN

What's the simple path you want people to follow? Give them 3 or 4 steps.

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# AND CALLS THEM TO ACTION

What's the next step you want them to take?

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# SUCCESS

What does life look like when they work with you?



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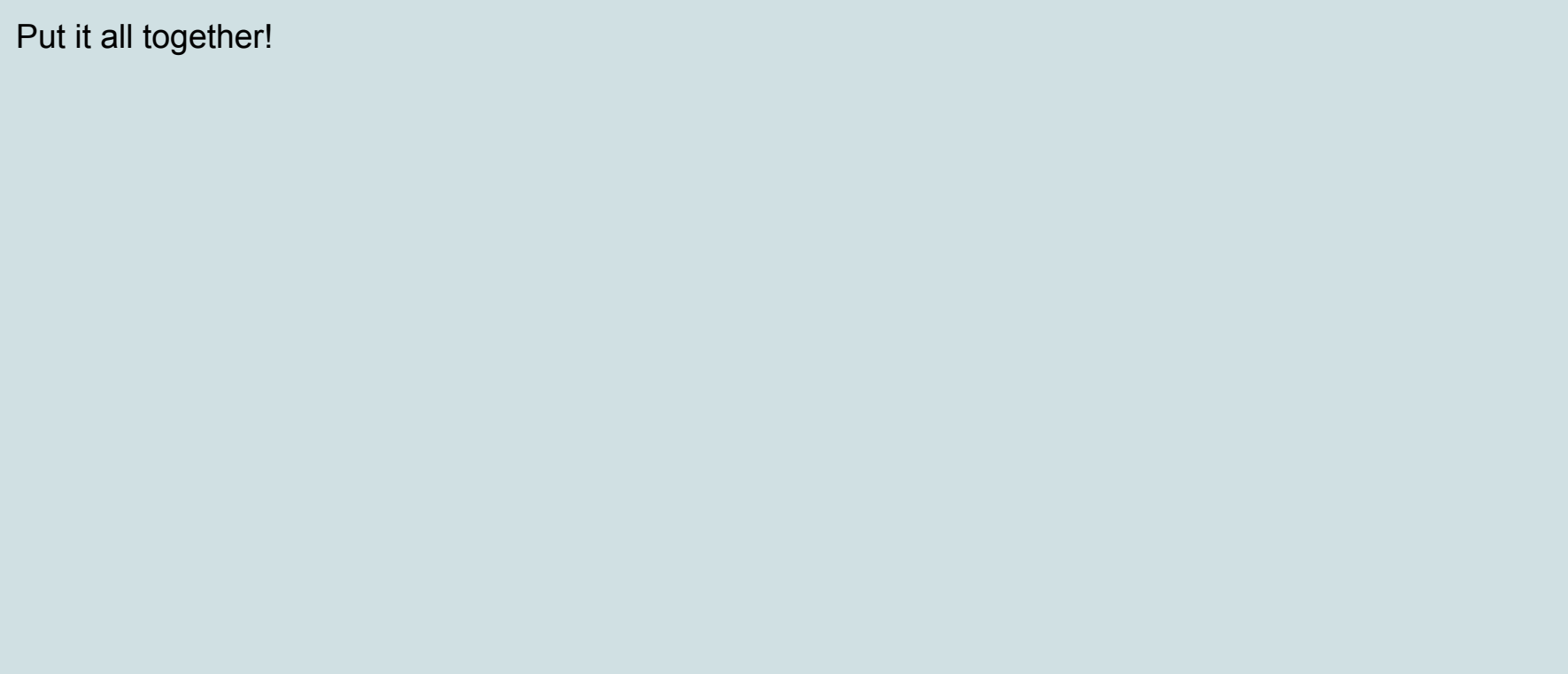
# FAILURE

What happens if they don't work with you?

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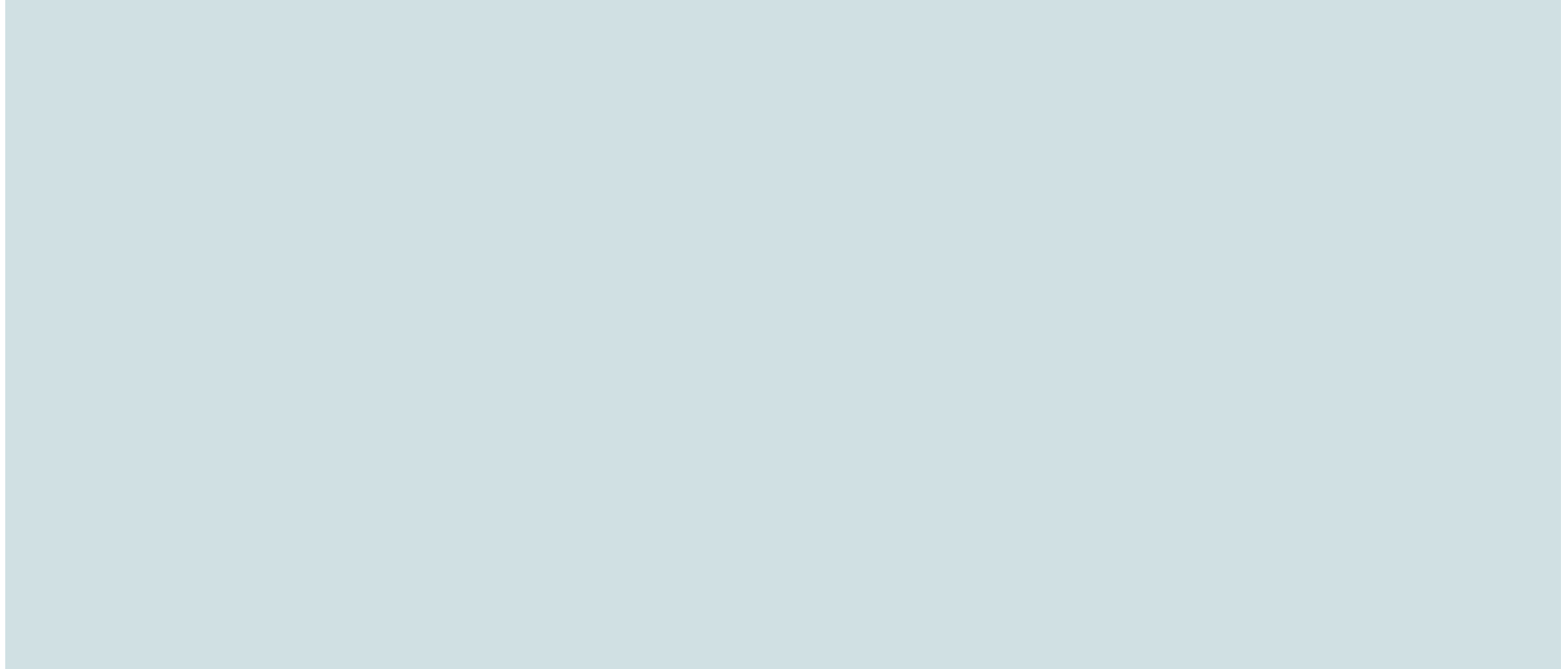
# WHAT'S YOUR PITCH?

Put it all together!



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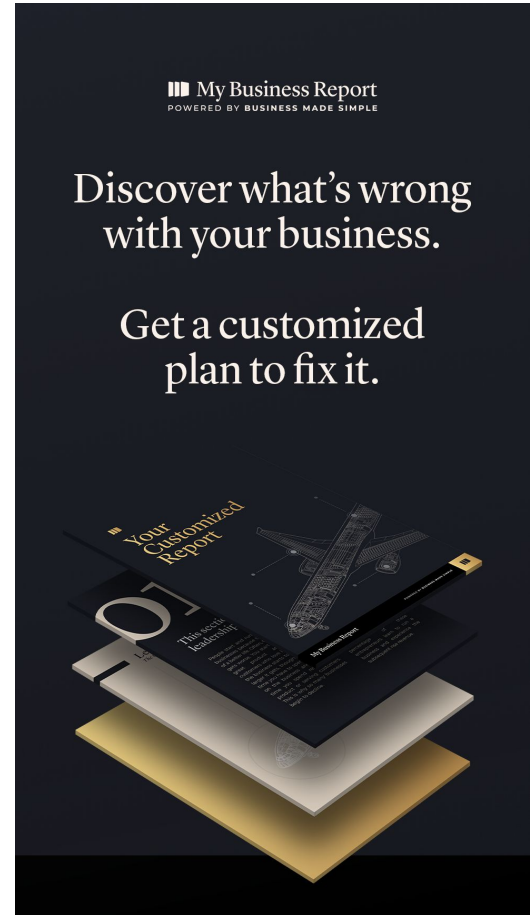
# NOTES



# YOUR CALL TO ACTION:

Today has been all about marketing, but there are five other key elements of your law firm operating system.

To see how you measure up, [take this free assessment.](#)



My Business Report  
POWERED BY BUSINESS MADE SIMPLE

Discover what's wrong  
with your business.

Get a customized  
plan to fix it.

Your Customized Report

This report includes:

- 1. Business Model
- 2. Marketing Strategy
- 3. Financial Projections
- 4. Operational Efficiency
- 5. Risk Management

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## Feedback

We value your feedback. Please take a couple of minutes to complete this short survey.

[https://www.surveymonkey.com/r/  
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**Book a Call**

