



BUILDING A BRAND PITCH

(For one brand at a time)

SECTION I: Introduction

My name is _____

and I _____

[DESCRIBE WHAT YOU DO]

as a _____

[OCCUPATION]

SECTION II: Name three things that you do that sets you apart from your competitors.

1. _____

2. _____

3. _____

SECTION III: Circle three (3) adjectives that YOU would use (or write three of your own)



SECTION IV: Rewrite the three things that you separate you from your competition using the three words above:

1. _____

2. _____

3. _____



BUILDING A BRAND PITCH

(Page 2)

SECTION V: Tell the audience who your target market is

I'm looking for _____

SECTION VI: Close with a tag line or salutation.

FINAL: Put it together
