



Startup Success

EMAIL PITCH
TEMPLATE

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MODULE 5 // Easy, Effective, and Enjoyable Sales Systems

Pitch Email Outline

Complete this outline to clarify the thoughts you'll express in your persuasive pitch email.

Write in "second person," speaking directly to the person you are pitching.

Context

What was your previous interaction with this prospect, or how did you find them?

Status Quo

What's their current situation?

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Objective

What are they trying to achieve?

1. _____

2. _____

3. _____

Your Recommendation

What do you recommend that they do?

Explanation

Why will this work? Why is it the best solution?

1. _____

2. _____

3. _____

4. _____

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How will your recommended solution work?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Thoughts or questions?

Ask them to respond with any thoughts or questions that they may have about your recommendation:

Anything else you'd like to include?
