



THE HEART-BASED PITCH (“SOFT PITCH”)

*Confidently invite people into **discovery calls**,
low-ticket offers, or next steps*

BEFORE YOUR GO INTO YOUR PITCH:

1) (optional) Do an embodied visualization

- to connect them to the beautiful future you know is possible

2) Do a RECAP of your workshop content

- and ask your audience “where do you need to grow?” - you can have them do some journaling or share in the chat. Give them time to identify the areas they need to grow



PITCH CANVA SLIDES:

Customize and drop directly into your pitch:

<https://canva.link/cothmqoexqr3bey>



START YOUR PITCH HERE. WATCH THIS VIDEO:

The screenshot shows a Google Docs interface. The document title is "The Heart-Based Pitch". The content includes:

♥ THE HEART-BASED PITCH
("SOFT PITCH")

*Confidently invite people into discovery
calls, low-ticket offers, or next steps*

BEFORE THE PITCH:

- 1) (optional) Do an embodied visualization
- to connect them to the beautiful future you know is possible
- 2) Do a RECAP of your workshop content

A video player overlay is visible in the center of the document, showing a woman with long dark hair and a red top. The video player has a play button in the center.

[The Heart Based Pitch - Click HERE to Watch Video](#)



THE PITCH

(1) NAME YOUR 2-3 DEEPEST INTENTION(S) FOR THEM

Who do they become through doing this work?

"Before we go into our Q&A, I have an invitation for you,

My deep wish for you is that you _____ And that you also _____"

"I'd like to invite you to work with me 1-1.

By saying yes to this path you get to _____ <have / do / be / get> _____"

(2A) STATE THE HOT NAME OF YOUR OFFER

"I invite you to join, _____"

"This is why I created, _____"

(2B) STATE THE TAGLINE

"...my proven system to **lower your cholesterol in 90 nourishing days,**
without cardio or counting calories"

— > [Tagline Generator](#)

(3) NAME 3-4 RESULTS AND WALK THEM THROUGH THE JOURNEY OF WORKING WITH YOU

1. "First we're going to identify your blocks around ____ and we'll clear these so that you have ____
2. Then I will help you to ____
3. You'll also receive my ____
4. Finally, together we will ____"

(4) OPTIONAL, YOUR EDGE = WHAT MAKES THIS UNIQUE OR DIFFERENT?

"I'm going to personally be helping the entire way, so there's no room to be stuck"

"I've helped dozens of women publish their books. And if I can do it, and they can do it, I know you can too"

(5) WHO IT'S FOR

"If you're ready to create ____"

"This is for you if you are a seasoned writer and you want to become a bestselling author"

(6) HOW TO SIGN UP

Zoom:

Paste a prewritten text/link into the chat

"To find out more and join, all you need to do is schedule a brief connection-call with me. I just put the link in the chat. Go ahead and schedule this call now while we're here in the class together"

Example of what to paste into the chat

Measurably grow your business in 90 days or less

Schedule your connection

call with me: <https://Sisterhood.me/ConnectwithJessica>

Get all your Qs answered and learn how I can support you 1-1

In Person:

They already have a registration page in their hands

"The 20% discount is only available today during this live event. Your registration page is already in your hands. Go ahead and use your phone to register with the QR code. We'll pause here for 2 minutes while you sign up. As soon as you sign up, go ahead and go to the back of the room and Cyndi will give you your welcome packet and workbook so you can get started right away"

THEN WALK THEM THROUGH THE PROCESS

Zoom

1. ... In the chat, I've put a link.
2. Click the link and sign up for a time to talk with me.
3. This call is ZERO pressure.
4. During this call I'll answer all of your questions & give you all the details you need to join.
5. As long as you schedule this call right now, I'll give you a 20% discount should you choose to join
6. Go ahead and book right now.

In Person

"As soon as you sign up,

go to the back of the room and Cyndi will give you your welcome packet and workbook so you can get started right away

And then tomorrow I will personally reach out to you and we'll schedule our 1-1 session together"

(7) FINAL RESULTS-ORIENTED STATEMENT

(This can be a repeat of any of the statement from #1 or #2b or #3 above)

"Join me to finally <have / do / be / get> _____ and make your dreams come true"

"I hope this journey changes your life the way it has changed mine"

EXAMPLE OF JENNA'S PITCH:

Before we go into our Q&A, I have an invitation for you.

My deepest wish for you is that you get to **fully own your gifts and be the recognized artist you're meant to be. You don't have to wait years like I did.**

I invite you to join my 5-step program called "**Be Boldly You! 🎉 Unleash Your Creative Gifts And Be Recognized.**"

My proven system helps you gain confidence in your creative gifts so that you can attract the right opportunities to be seen, take bold action and become more visible with your art.

First I'm going to help you

- get clear on **your unique gifts and your vision and goals**

- **we'll create your prosperity plan** so that you can embody your value and know exactly how you can get compensated for your art

Then we'll work together to support you to

- **Release self-doubt and negative voices** that are in your way of success

Finally together we will

- Create a **clear, aligned visibility plan** so you can start to be seen as a sought-after artist

This is for you if...

- You've been hiding your creative gifts, but knowing how to get seen feels daunting
- You know it's time to stop dreaming and start becoming a recognized artist

To find out more about joining **"Be Boldly You! 🎨 Unleash Your Creative Gifts And Be Recognized,"** all you need to do is schedule a heart-connection call with me.

In the chat, I've put a link. Click the link and sign up for a time to talk with me. During this call I'll answer all of your questions and give you all the details you need to join.

Let's explore whether this journey is right for you. Join me to finally unleash your gifts and be the recognized artist you're meant to be.

I hope this journey changes your life the way it's changed mine.