



Pitch Practice for Solopreneurs

1. Referral Pitch

Use this pitch when asking your network for referrals.

Template:

I help **[Target Audience]** with **[Problem Solved]**. **[How you help or have helped others]**. Do you know any **[Target Audience]** with **[Problem Solved]** who could use **[Your Solution]**? (Adapted from Melinda Cohen)

Example:

I help small business owners who struggle with online visibility. I've helped several clients increase their website traffic by over 50% in just three months. Do you know any small business owners who might need help with their digital marketing?

2. Investor Pitch

Use this pitch when speaking to potential investors.

Template:

We are **[Company Name]**, and we solve **[Problem]** for **[Target Market]**. Our solution is **[Brief Description]**, and we've achieved **[Key Milestone]**. We're seeking **[Amount]** to **[Use of Funds]**.

Example:

We are EcoPack, and we solve the problem of plastic waste for eco-conscious consumers. Our solution is a biodegradable packaging alternative, and we've already partnered with 10 local retailers. We're seeking \$250,000 to scale production and expand our reach.

3. Collaborator Pitch

Use this pitch when looking for collaborators or strategic partners.

Template:

I'm working on **[Project/Business]** that helps **[Target Audience]** with **[Problem]**. I'm looking to collaborate with **[Type of Collaborator]** who can **[Contribution]**.

Example:

I'm working on a coaching platform that helps freelancers manage their time and productivity. I'm looking to collaborate with productivity experts who can contribute content and tools for our users.

4. Customer Pitch

Use this pitch when speaking directly to potential customers.

Template:

Are you struggling with **[Problem]**? I help **[Target Audience]** by **[Solution]**. Here's how I've helped others: **[Example/Result]**.

Example:

Are you struggling with keeping your finances organized? I help solopreneurs by setting up simple, automated bookkeeping systems. One of my clients saved 10 hours a month and avoided tax penalties after working with me.