

PARLOR EXCHANGE GLOBAL

SAY IT RIGHT.

The Business Pitch Guide

Every business owner needs the ability to explain what they do — clearly, confidently, and compellingly — in any room, in any amount of time, to any audience. This guide builds all four versions of your pitch and shows you how to deliver them like you mean it.

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Part of the Parlor Exchange Global Build It • Protect It • Grow It Methodology

SECTION 1 — WHY EVERY BUSINESS NEEDS A PITCH

There is a version of this conversation that only applies to startups pitching investors. Five-year projections. Market size calculations. Slide decks presented to rooms full of people in expensive suits. That version of the pitch is real — but it's not what this guide is about.

This guide is about something that applies to every business — the plumber, the consultant, the boutique owner, the real estate investor, the franchise operator, the person who just filed their LLC last week. It's the ability to answer one question clearly and compellingly in any situation: what do you do?

That question gets asked at networking events. At family dinners. On discovery calls. In line at the grocery store. On a podcast. In a DM. On your website. In a proposal. Every single time it gets asked, your answer either opens a door or closes one. Most people are closing doors without realizing it — because their answer is forgettable, unclear, or so vague that the person asking loses interest before the sentence ends.

Every opportunity you missed because someone didn't understand what you do is a pitch problem.

The pitch is not a sales tactic. It's a clarity tool. When you can articulate your business with precision — who you help, what problem you solve, how you solve it differently — two things happen. First, the right people recognize themselves in what you're describing and want to know more. Second, you show up with a confidence and clarity that positions you as someone who knows exactly what they're doing. That positioning happens before anyone has seen your work.

WHAT NOBODY TELLS YOU

The businesses that grow through referrals are not always the best businesses in the room. They're the most clearly communicated ones. When someone can't explain what you do to the person who might need you, the referral never happens. A pitch that can be repeated by someone who heard it once is marketing that costs you nothing.

SECTION 2 — THE PITCH VS. THE SCRIPT

A script is memorized. A pitch is internalized. You need the second one.

There is a version of pitch training that produces people who sound like infomercials. Every word in the right order. Every pause calculated. Every transition polished. And it works — right up until the moment someone asks a question that isn't in the script, or you're trying to deliver it at a networking dinner while balancing a plate and a drink, or you're in a phone call and the conversation shifted unexpectedly. A memorized script breaks under any condition it wasn't designed for.

An internalized pitch is different. You understand the core elements so deeply that you can rearrange them for any context, compress them for any time constraint, and adapt them for any audience — without losing the essential message. You can lead with the problem when talking to someone who has the problem. You can lead with the outcome when talking to someone who wants results. You can lead with the story when talking to someone who needs to trust you first. Same pitch. Different entry point.

| | SCRIPT | INTERNALIZED PITCH |
|----------------------|------------------------------------|--|
| Sounds like | Rehearsed, polished, sequential | Natural, confident, conversational |
| Breaks when | Interrupted, questioned, or rushed | Rarely — adapts to the moment |
| Built by | Memorizing words in order | Understanding the core elements deeply |
| Works in | Presentations and formal pitches | Every conversation, every context |
| When it fails | Any unscripted moment | Only when the person doesn't know their own business well enough |

The goal of this guide is not to give you a script. It's to give you the building blocks of your pitch — the core elements that you know so well that they come out naturally in whatever order the situation demands. The practice section at the end will show you how to get there.

WHAT NOBODY TELLS YOU

The most convincing pitch is the one that sounds like you're not pitching. It sounds like you're just telling someone something true about your business because it's relevant to them right now. That's the target. Not polished. Precise. Not rehearsed. Real.

SECTION 3 — THE BUILDING BLOCKS OF ANY PITCH

Every effective business pitch — regardless of industry, length, or audience — is built from the same five elements. The order shifts. The emphasis shifts. The language shifts. But these five things are always present in any pitch that works.

01 WHO YOU HELP

The specific person or business that your work is designed for.

The more specific, the better. 'Small business owners' is vague. 'First-generation entrepreneurs who are building their first business without a roadmap' is specific. Specific language makes the right people feel immediately seen — and it makes the wrong people self-select out, which is equally valuable.

02 THE PROBLEM YOU SOLVE

The specific challenge, frustration, or gap your work addresses.

This is the most important element of any pitch — and the most commonly skipped. People don't buy products or services. They buy solutions to problems. If you lead with the problem before you lead with what you do, the person listening is already nodding — because they have that problem, or they know someone who does.

03 WHAT YOU DO

The specific thing you deliver — not a category, a deliverable.

Not 'I'm in marketing.' Not 'I do consulting.' What specifically do you actually do that solves the problem? 'I build the business credit profiles that small business owners need before lenders will take them seriously.' One specific thing. Delivered clearly.

04 HOW YOU'RE DIFFERENT

What makes how you do it distinct from every other person who does something similar.

This is not always necessary in a short pitch — but it becomes critical when there's competition in the room or when the person you're talking to has already heard from three other people who do something similar. It's the reason to choose you specifically.

05 THE OUTCOME

What the person you help walks away with — specifically.

Not a feeling. A result. 'My clients go from doing \$8,000 a month to \$40,000 a month.' 'My clients launch their business in 90 days instead of the 18 months they've been stuck in planning.' 'My clients never get to the point of owing the IRS money they weren't expecting.' The outcome makes the pitch concrete. It makes it memorable. It makes someone ask: how?

The master pitch formula.

I help [WHO] who [PROBLEM] by [WHAT YOU DO] so that [OUTCOME]. Example: 'I help first-generation business owners who are building without a roadmap by giving them the legal structure, financial foundation, and real-world knowledge they need to actually build — so that they stop guessing and start moving with direction.' That sentence answers all five building blocks. It's not your final pitch — it's your foundation. Everything else is built from this.

WHAT NOBODY TELLS YOU

Most people lead their pitch with what they do. The people who consistently get 'tell me more' lead with the problem. When you name the problem before you name the solution, the person you're talking to has already decided you understand them before you've told them anything about yourself. That's the difference between a pitch that opens a conversation and a pitch that closes one.

SECTION 4 — THE FOUR VERSIONS

One pitch — four versions. The same core elements, compressed or expanded for the situation. You need all four. You will use all four. Know them well enough to move between them without thinking.

VERSION 1 — THE 10-SECOND PITCH

10 seconds or less | Passing conversation, networking intro, social media bio

What it needs to do:

Communicate who you help and what you do in a single, memorable sentence. It does not need to close a sale. It needs to make someone ask a follow-up question.

| | |
|------------------------------|--|
| FORMULA | [What you do] + [Who for] |
| EXAMPLE — Service | I help small business owners build the legal and financial foundation their business needs to actually grow. |
| EXAMPLE — Product | We make skincare products specifically for women with sensitive, melanin-rich skin. |
| EXAMPLE — Trades | I'm a plumber who specializes in preventive maintenance — I find the problems before they find you. |
| EXAMPLE — Real Estate | I help people get into real estate without a traditional mortgage through creative financing strategies. |

WHAT NOBODY TELLS YOU

The 10-second pitch is not a full pitch — it's a hook. If it works, the person asks a question. That question is your invitation to deliver Version 2.

VERSION 2 — THE 30-SECOND PITCH

30–45 seconds | Networking events, introductions, end of a meeting, first contact

What it needs to do:

Tell the full story in a way that's memorable and makes the problem real. This is the elevator pitch — named for the length of an elevator ride. It should cover all five building blocks without feeling like a list.

| | |
|----------------|--|
| FORMULA | Hook (problem) + What you do + For who + The outcome |
|----------------|--|

| | |
|--|---|
| <p>EXAMPLE — Consultant</p> | <p>Most small business owners are running on information that's either incomplete or just wrong — and by the time they find out, it's already cost them. I work with first-generation entrepreneurs to get the legal structure, financial systems, and knowledge they need in place before those mistakes happen. My clients go from building on guesswork to building with direction — usually within the first 90 days.</p> |
| <p>EXAMPLE — Boutique Owner</p> | <p>Women in this market are constantly choosing between quality and price — and being told they can't have both. I curate a boutique specifically for women who want elevated style without the luxury price tag. My customers leave spending less than they would at the mall and looking like they didn't.</p> |
| <p>EXAMPLE — Plumber</p> | <p>Most people don't call a plumber until they have water where it shouldn't be — and by then, a \$200 fix has become a \$2,000 problem. I specialize in preventive maintenance for homeowners who want to catch things early. My clients haven't had an emergency plumbing call in years.</p> |

WHAT NOBODY TELLS YOU

The 30-second pitch should feel like the beginning of a conversation, not the end of one. End it in a way that invites the next question — not in a way that wraps everything up.

VERSION 3 — THE 2-MINUTE PITCH

90 seconds to 2 minutes | Discovery calls, investor conversations, formal introductions, speaking

What it needs to do:

Build enough trust and context that the person is ready to take a next step. This version adds your story, your proof, and your differentiator. It's still a conversation opener — not a full sales presentation.

| | |
|------------------------------------|---|
| <p>FORMULA</p> | <p>Problem → Your story/why you → What you do → For who → How → Proof → Outcome → Next step</p> |
| <p>STRUCTURE</p> | <p>Open with the problem (20 seconds). Connect it to your story or why you do this work (20 seconds). Describe what you do and how (30 seconds). Give a specific result a client or customer achieved (20 seconds). State the next step (10 seconds).</p> |
| <p>WHAT THIS LOOKS LIKE</p> | <p>Example opening: 'I started building this business because I watched my mother run a business for twelve years without ever knowing she was leaving money on the table — not because she wasn't working hard, but because nobody had ever given her the real information she needed to price correctly, protect herself legally, or access the capital that was actually available to her. I built Parlor Exchange Global because that conversation should be available to everyone, not just the people who already know the right people...'</p> |

WHAT NOBODY TELLS YOU

The 2-minute version is where your story lives. Facts tell. Stories sell. If you can connect your why to the problem your audience has, you are no longer a vendor — you are someone who gets it.

VERSION 4 — THE WRITTEN PITCH
 Variable length | Website About page, LinkedIn profile, email introduction, bio, proposals

What it needs to do:

Work without you in the room. A written pitch has to carry the full weight of the spoken version without the benefit of tone, body language, or real-time adjustment. It needs to be more precise — not longer.

| | |
|-------------------------------------|---|
| WHERE IT LIVES | LinkedIn headline and About section Website About page Email signature bio Proposal introduction Speaker bio Media kit Social media bio across platforms |
| LINKEDIN HEADLINE FORMULA | I help [WHO] [achieve OUTCOME] [What you do] |
| LINKEDIN HEADLINE EXAMPLES | I help first-generation entrepreneurs build businesses that actually last Business Consultant + Educator /// I help homeowners prevent \$10,000 problems with \$200 maintenance Preventive Plumbing Specialist /// I help women find elevated style without luxury prices Boutique Owner — [City] |
| WEBSITE ABOUT PAGE STRUCTURE | Paragraph 1: Who you help and what problem you solve. Paragraph 2: What you do specifically and how. Paragraph 3: Your story — why you do this work. Paragraph 4: What working with you looks like and what clients walk away with. Call to action: What's the next step? |

WHAT NOBODY TELLS YOU

Your written pitch is working for you 24 hours a day. When someone Googles you, visits your site, or reads your LinkedIn — that's your written pitch running. If it's generic, forgettable, or unclear, the opportunity disappears without you ever knowing it existed.

SECTION 5 — BUILDING YOUR PITCH: THE WORKSHEET

Work through this in order. Write your first answers without editing. The first draft doesn't have to be good — it has to exist. You'll refine it in Section 10.

WHO DO YOU HELP? (Be specific — not a broad demographic. A real person with a real situation.)

→ Write 2–3 sentences describing your ideal client or customer as specifically as you can:

→ Now compress that into 5–7 words:

WHAT PROBLEM DO YOU SOLVE? (The thing they're struggling with before they find you.)

→ What is the problem in their words — not yours?

→ What have they already tried that hasn't worked?

→ What does it cost them (time, money, stress) to not solve this?

WHAT DO YOU DO? (The specific deliverable or service — not the category.)

→ Complete this sentence: When someone works with me / buys from me, they get...

→ What specifically do you do that produces that result?

HOW ARE YOU DIFFERENT? (What makes how you do it distinct from the alternatives?)

→ What does your approach, your product, or your experience offer that others don't?

→ What do your best clients say about you that they haven't said about anyone else?

WHAT IS THE OUTCOME? (A specific, measurable, or describable result — not a feeling.)

→ After working with you / buying from you, what does the client have or experience?

→ What's the most compelling result a client or customer has gotten?

NOW BUILD YOUR MASTER SENTENCE

Combine your answers into one sentence using this formula:

I help [WHO] who [PROBLEM] by [WHAT YOU DO] so that [OUTCOME]. Write it below. Don't worry about whether it's perfect — write something first.

Your master pitch sentence:

THE MOVE

Once you have a draft, read it out loud. If you stumble on a word or a phrase — that's a flag. Simplify it until every word feels natural coming out of your mouth. If you'd feel embarrassed saying it to a friend at dinner, it's not your pitch yet — it's a draft.

SECTION 6 — INDUSTRY EXAMPLES ACROSS BUSINESS TYPES

The pitch is not industry-specific. These examples show the same framework applied across completely different businesses — because the principle is the same regardless of what you sell or who you serve.

PLUMBING / TRADES BUSINESS

| INSTEAD OF THIS | SAY THIS |
|----------------------|--|
| <i>"I fix pipes"</i> | "I help homeowners prevent the plumbing emergencies that turn a \$300 fix into a \$4,000 disaster. I specialize in preventive maintenance for residential properties so my clients never have to call me in a panic on a Sunday." |

HAIR STYLIST / BEAUTY PROFESSIONAL

| INSTEAD OF THIS | SAY THIS |
|--------------------|--|
| <i>"I do hair"</i> | "I work with women who want a consistent, low-maintenance style that actually works with their texture and their lifestyle — not against it. My clients don't have to come in every two weeks trying to recreate something that was never built for them in the first place." |

BOOKKEEPER / FINANCIAL SERVICES

| INSTEAD OF THIS | SAY THIS |
|---------------------------|--|
| <i>"I do bookkeeping"</i> | "I help small business owners who are running their finances out of their head get organized so they actually know what they're making, what they owe, and what they can afford. My clients stop dreading tax season and start making decisions based on real numbers instead of gut feelings." |

REAL ESTATE INVESTOR

| INSTEAD OF THIS | SAY THIS |
|-----------------|----------|
|-----------------|----------|

| | |
|-----------------------|---|
| <i>"I buy houses"</i> | "I help homeowners who need to move quickly — whether it's a job change, a divorce, or a property they inherited — sell without the 90-day process and without fixing anything first. I close in weeks, not months, and my sellers walk away without the stress of a traditional listing." |
|-----------------------|---|

BOUTIQUE CLOTHING STORE

| INSTEAD OF THIS | SAY THIS |
|-------------------------|--|
| <i>"I sell clothes"</i> | "I curate a boutique for women who are tired of choosing between looking put-together and staying in budget. Every piece in the store is selected for real women with real bodies and real lives — no filler, no fast fashion fading after three washes." |

SOCIAL MEDIA / MARKETING CONSULTANT

| INSTEAD OF THIS | SAY THIS |
|----------------------------|---|
| <i>"I do social media"</i> | "I help service businesses that have been posting consistently and seeing nothing build a content strategy that actually generates leads instead of just likes. My clients typically see their first qualified inquiry within 60 days of implementing the right system." |

LIFE INSURANCE AGENT

| INSTEAD OF THIS | SAY THIS |
|--------------------------------|---|
| <i>"I sell life insurance"</i> | "I help families make sure that if something happens to the person holding the household together, the people they love don't lose their home or their stability. I specialize in working with families who think they can't afford coverage and showing them protection that works within what they actually have." |

CLEANING BUSINESS

| INSTEAD OF THIS | SAY THIS |
|-----------------|----------|
| | |

"I clean houses"

"I run a residential cleaning service for working parents and professionals who have exactly zero hours left in their week to spend cleaning their home. My clients get their evenings and weekends back without coming home to a house that needs their attention."

WHAT NOBODY TELLS YOU

Notice what every 'Say This' version has in common: it names a specific person, a specific problem, and a specific result. None of them describe what the business owner does in technical terms. All of them describe what the client gets. That shift — from what you do to what they get — is the single most important adjustment most business owners need to make in how they talk about their work.

SECTION 7 — DELIVERING IT WITHOUT SOUNDING REHEARSED

You can have the best pitch on paper and still lose the room by delivering it like you're reading from a teleprompter. Delivery is not secondary. It's part of the pitch.

Slow down.

Most people speak 20–30% faster when they're nervous. The thing they practiced at a natural pace comes out in a rush when it matters. Intentionally slow your delivery — not to the point of being awkward, but to the point where each sentence lands before the next one starts. Pauses are not weaknesses. They're punctuation. A pause after your key statement gives it room to land.

Make eye contact — or the camera equivalent.

In person: hold eye contact long enough for the person to feel seen, then let it move naturally. Not a stare — a connection. On camera: look directly into the lens, not at your own face in the preview. Looking at your own image is the equivalent of looking past someone while they're talking to you.

Lead with energy, not volume.

Enthusiasm is not the same as being loud. Quiet confidence — the kind that comes from someone who knows exactly what they do and why it matters — reads more powerfully than excited energy. Match your energy to the room, not to what you wish the room was.

Drop the filler words.

'Um,' 'uh,' 'like,' 'you know,' and 'basically' are not crimes — but they dilute the authority of what you're saying. The best way to eliminate them is to become aware of them first. Record yourself delivering your pitch and count the filler words. Awareness is the first step to elimination.

End with certainty.

The last word of your pitch sets the final impression. Most people trail off — their voice drops, their eye contact breaks, and the final words of an otherwise strong pitch disappear into uncertainty. End with the same confidence you started with. The last sentence should land — not evaporate.

Read the room and adjust.

If the person you're talking to leans forward — they're interested. Go deeper. If they glance away or shift — they may not be your audience. Pivot to a question rather than pressing more pitch. The best pitchers are the ones who listen as much as they speak.

THE MOVE

Record your 30-second pitch on your phone. Watch it back once without judgment — just observe. Then watch it again and identify the one thing to fix first. Only one thing. Fix that, record again. Repeat. Most people cannot watch themselves on video without cringing. Do it anyway. The discomfort is the curriculum.

SECTION 8 — THE FOLLOW-UP QUESTIONS

A strong pitch generates questions. Knowing how to answer the most common ones without losing momentum is what converts a good pitch into an actual opportunity.

'How long have you been doing this?'

This is an experience question dressed as a time question. What they're really asking is: can I trust that you know what you're doing? If you're established: '[X years] — and in that time I've worked with [type of client] to [type of result]. The experience has been very specific to this.' If you're newer: Don't apologize for it. Don't volunteer it unprompted. If asked directly, answer honestly and pivot immediately to capability: 'I'm relatively new to doing this formally, but I've been doing this practically for [X] years in [context]. My clients care about the result — and I can speak to that.' Then give a specific example.

'What does that cost?'

The worst thing you can do is stumble here. If you're not ready to discuss price in this conversation, it's okay to say: 'That depends on the scope of what you need — I'd love to learn more about your situation first so I can give you a real number.' That's not a dodge. That's professional. If you are ready to discuss price, state it plainly: 'My services start at [X] and go up to [X] depending on [variable]. Most clients land around [X].' Don't apologize for the number. Don't over-explain it before they've reacted. Say the number. Stop talking. Let them respond.

'Do you have examples of your work?'

This is the most valuable follow-up question you can get. Be ready for it before you ever pitch. Have: a portfolio, a case study, a testimonial, a before-and-after result, or a specific client story you can tell in under 60 seconds. Not all four — one strong one. 'Yes — the most recent example I have is [client type] who came to me with [problem] and walked away with [specific result]. I can share the details if you want to connect.' That's it. Offer more, don't give everything.

'How is what you do different from [competitor or alternative]?'

Don't attack the competition. Don't dismiss them. Differentiate by going deeper into what you specifically do: '[Competitor] does [what they do]. What I focus on specifically is [your differentiator] — which matters most for [type of client] because [reason]. Depending on what you need, one might be a better fit than the other.' That kind of honest answer builds more trust than any sales pitch because it signals that you're confident enough to acknowledge alternatives exist.

'I'll have to think about it.'

This is not a no. It's also not a yes. The right response is not to push — it's to make the next step easy: 'Absolutely — what would be most helpful? I can send you some information, or we could schedule 20 minutes so I can answer any questions before you decide.' Then shut up. Let them answer. The person who fills the silence after 'I'll have to think about it' with more selling usually loses the opportunity they were so close to getting.

WHAT NOBODY TELLS YOU

Most pitches fail at the follow-up, not at the pitch itself. The person delivers a strong 30-second opener, gets a question, and then visibly loses confidence because they weren't ready for the conversation that a strong pitch creates. Prepare for the follow-up questions with the same care you prepared for the pitch. The pitch is the door. The follow-up is the room.

SECTION 9 — WRITTEN VERSIONS OF YOUR PITCH

Every platform where your business exists needs a written version of your pitch. These are not all identical — each one is adapted for its specific context and audience. But all of them trace back to the same five building blocks.

LinkedIn Headline

160 characters. The first thing someone sees when they find your profile.

WHAT IT NEEDS

- Lead with what you do for them, not your job title
- Include a keyword people search for
- Use a separator (| or —) to create visual clarity
- End with a credential or differentiator if space allows

EXAMPLE

Weak: Business Owner | Entrepreneur | Consultant Strong: I help first-gen entrepreneurs build businesses that last | Consultant + Educator | Founder, PEG

LinkedIn About Section

2,000 characters. Most people read the first 3 lines — make them count.

WHAT IT NEEDS

- Open with the problem your ideal client has — not with 'I am a...'
- Second paragraph: what you do specifically and how
- Third paragraph: a result or proof point
- Fourth paragraph: your story — why you do this
- Close with a specific call to action: 'DM me,' 'Visit [site],' 'Book a call'

EXAMPLE

Most LinkedIn profiles read like resumes. Yours should read like a message to the person who needs what you offer.

Website About Page

No character limit — but most visitors read less than 60% of any page. Lead with what matters.

WHAT IT NEEDS

- Headline: who you help and what you do — not your business name

- First paragraph: the problem and why it matters
- Second paragraph: your solution and what makes it different
- Third paragraph: your story — the human behind the business
- Include testimonials or results near the bottom
- Close with a clear next step: contact, book, shop

EXAMPLE

Your About page is your pitch page. It's where skeptical visitors go to decide if they trust you. Make it about them first. Make it about you second.

Email Introduction / Bio

Used in email signatures, speaker bios, press materials, and media kits.

WHAT IT NEEDS

- Third person for formal bios: '[Name] is a [what you do] who helps [who] [outcome]'
- First person for email signatures: 'I help [who] [outcome] | [business name]'
- Keep it to 2–3 sentences maximum
- Include one credential or proof point
- End with your website or booking link

EXAMPLE

Weak email bio: 'John Smith, CEO, ABC Consulting' Strong email bio: 'John helps small business owners build the legal and financial infrastructure they need to actually scale — without learning it the expensive way. ABCConsulting.com'

Social Media Bio (Instagram, TikTok, Facebook)

150 characters or less. You have seconds.

WHAT IT NEEDS

- Line 1: What you do + who for (one line)
- Line 2: The result or differentiator
- Line 3: Location or category if relevant
- Line 4: Call to action — link in bio, DM for X, book now

EXAMPLE

Weak: Entrepreneur | Mom | Lover of coffee ■ Strong: Helping first-gen business owners build right from the start ■ ATL | Link below for free resources

WHAT NOBODY TELLS YOU

Your written pitch is the version of you that exists when you're not in the room. Every day, someone finds your LinkedIn, your website, or your social profile and makes a decision about whether to reach out — based entirely on what your written pitch communicates. Most business owners set these up once and never revisit them. Revisit yours every six months. As your business evolves, your pitch should evolve with it.

SECTION 10 — PRACTICE WITHOUT PRACTICING

The goal is not a pitch that sounds practiced. It's a pitch that sounds natural — and the only way to get there is repetition that doesn't feel like a rehearsal.

The Mirror Method — Week 1

Stand in front of a mirror and say your 30-second pitch out loud. Not to yourself in your head — out loud. Watch your face. Watch your hands. Do this five times a day for one week. You will hate every second of it for the first two days. By day five, something shifts. The words stop being words you're reciting and start being things you're saying.

The Phone Camera Method — Week 2

Record yourself delivering your pitch on your phone. Watch it back. Identify the one thing that most needs to change. Change it. Record again. Do not watch more than three takes in a row — it will demoralize you and you'll start performing instead of communicating. One improvement per session.

The Dinner Table Method — Week 3

Tell someone in your life what your business does — not the pitch, just the answer to 'what are you working on?' Pay attention to which parts they engage with and which parts make their eyes glaze over. The parts they engage with are your strongest elements. The glaze is your signal to simplify.

The Real Situation Method — Week 4 and Beyond

Start using it in real situations — not perfectly, just genuinely. Every networking event, every discovery call, every introduction. You will stumble. That's the curriculum. The stumble tells you where the gap is. The next time you deliver it, that gap closes a little. After ten real-world deliveries, you have a pitch. After fifty, you have it in your bones.

The one rule about practicing your pitch.

Practice until it sounds like you stopped practicing. That's the only benchmark that matters. Not until it's memorized. Not until it's perfect. Until a stranger hears it and thinks you were just talking — not selling. When that happens, you have your pitch.

WHAT NOBODY TELLS YOU

Every person who communicates their business with confidence and clarity went through a period of communicating it badly. The difference between the person who communicates it well now and the person who still doesn't is not talent. It's repetition. Say it badly until you say it well. That's the whole method.

Ready to go deeper?

parlorexchange.com

This guide is part of the Parlor Exchange Global membership — a curated resource library, expert partner network, and community built for entrepreneurs who are building with direction.