Summary of What I Have to Offer

To Help Me Develop My Pitch to That Target

You must know:

• To whom you are pitching; you have to know something about them.
• What they ideally would want in a candidate.
• What they are interested in.
• Who your likely competitors are.
• What you bring to the party your competitors do not.

For target:

Geographic area: ____________________________
Industry or company size: ____________________
Position/function: ____________________________

1. What is the most important thing I want this target to know about me? (If they know nothing else about you, this is what you want them to know.)

2. What is the second most important thing I want this target to know about me? (This could support and/or broaden your introductory statement.)

3. Key selling points: statements/accomplishment that support/prove the first two statements:
   1. ____________________________
   2. ____________________________
   3. ____________________________
   4. ____________________________
   5. ____________________________

4. Why they should be interested in me/what separates me from my competition:
   ____________________________
   ____________________________

5. Other key points that may apply even indirectly to this industry or position:
   ____________________________
   ____________________________

6. Any objection I’m afraid the interviewer may bring up, and how I will handle it:
   ____________________________