

# THE PERFECT PITCH

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# The Pitch Problem

Top 3 ways people struggle to pitch themselves.



## Problem 1

You don't know how to confidently explain what you do and end up rambling.



## Problem 2

You get tripped up on the "jargon" of your industry, sound robotic and feel disconnected.



## Problem 3

You don't know how to end your pitch and end up trailing off or apologizing for what you just said.

# The Solution

3 ways **The Perfect Pitch Workshop** solves those pesky pitch problems.



## ROI 1

Learn a 3-step formula that is simultaneously structured and flexible enough to keep you focused while not sounding robotic.



## ROI 2

Learn how to utilize your "jargon" in a way that sounds human and creates an opportunity for more connection.



## ROI 3

Learn a clear way to end every pitch so that the conversation continues with genuine connection and intrigue.



# Workshop Testimonial #1

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*"If I can frame my pitch about WHAT I do and not ME, I can speak much more easily and my passion shines through without anxiety." - Attendee*

# Target Market

Who is perfect for The Perfect Pitch?

## Target Market 1

Small Business Owners,  
Entrepreneurs, Artists,  
Freelancers.

## Target Market 2

CEOs, Directors, Managers, Sales  
Teams and anyone who  
communicates with other  
humans about their area of  
expertise.





# Workshop Testimonial #2

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*"I now know I can  
shift my rhetoric from  
feeling like bragging  
to simply sharing  
what I'm excited  
about." - Attendee*

# Timing Is Everything

Why this training? Why now?

## **Reason 1**

Communication is at an all-time high, professionally and personally, yet everyone struggles to feel authentic when they speak about themselves and their work.

## **Reason 2**

Between online networking events, conferences and podcasts EVERYONE has an opportunity to shine...but only if you know how to seize the moment.

## **Reason 3**

Clear communication and confidence go hand in hand and every business benefits when these are in alignment.

# The Training

What to expect throughout  
**The Perfect Pitch** Workshop



## Part 1

A clear understanding of The Perfect Pitch formula that includes a real-time sample pitch by Jenn (*completely unscripted*) to experience what you will be creating next.



## Part 2

Time to write a first draft pitch, a chance to say it out loud to at least one other person during the workshop and an opportunity to volunteer to receive direct feedback from Jenn.



## Part 3

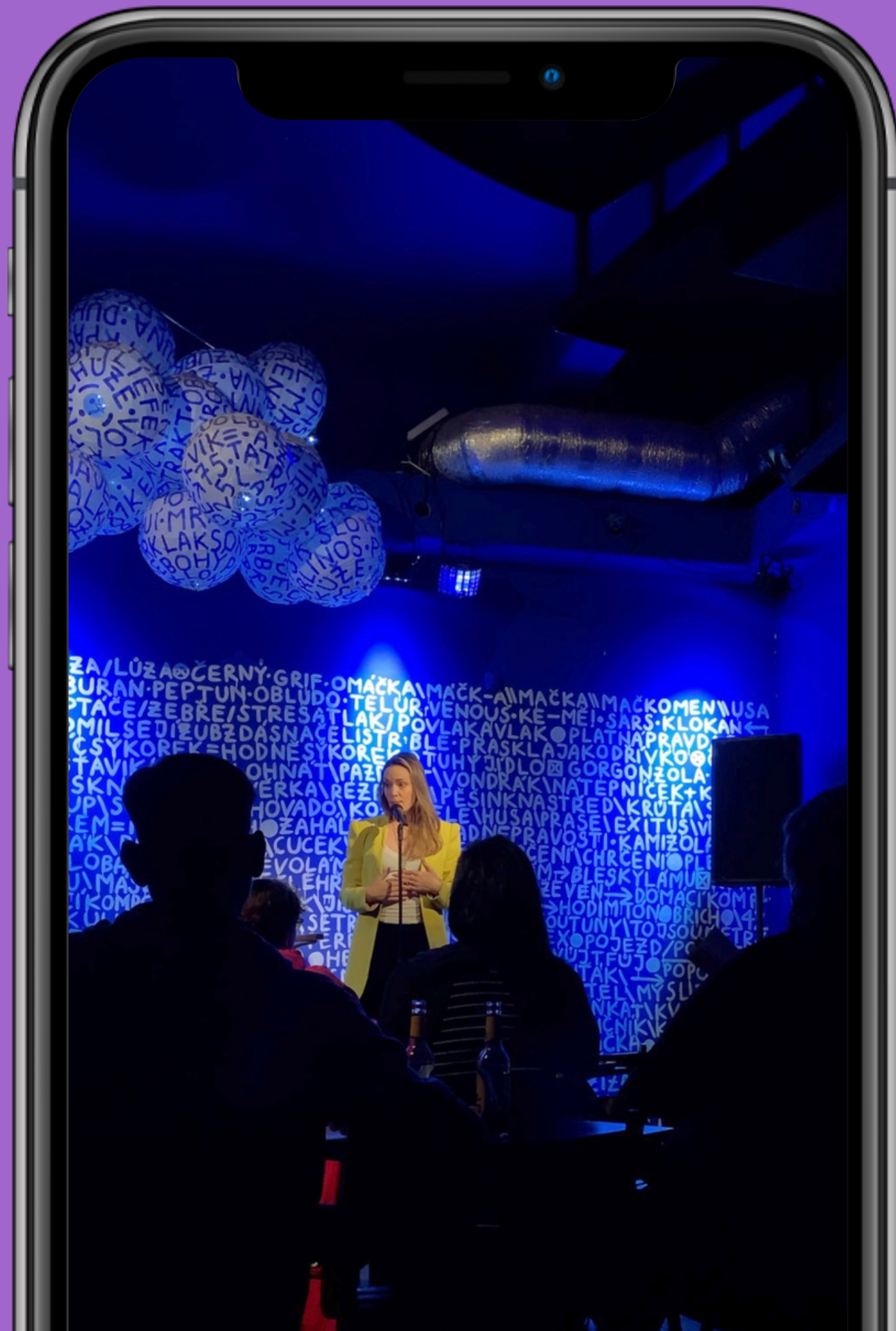
Q&A Get your questions answered by Jenn so you're empowered to leave this training with The Perfect Pitch!



# Workshop Testimonial #3

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*"I found a path to make what I'm doing more human....it was a good reminder that people are seeking connection, not a laundry list of achievements or responsibilities."*  
- Attendee



# The Deliverables



- ◆ **90-minute Virtual Presentation**  
*Up to 100 attendees - The complete Pitch Perfect Workshop experience*
- ◆ **Training Deck**  
*Every attendee receives the complete PDF of the training's contents*
- ◆ **60-minute Virtual Group Follow-Up**  
*Up to 20 attendees - a more in-depth and customized training to deepen what was learned in the first training.*

# The Offer

## ◆ 90-minute Virtual Presentation + Training Deck

Normally \$10,000 USD

**YOUR RATE: \$8,750 USD**

## ◆ 60-minute Virtual Group Follow-Up

Normally \$4,500 USD

*\*if purchased separately at a later date*

**YOUR RATE: \$1,250 USD**

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**TOTAL INVESTMENT: \$10,000 USD**

50% deposit due upon booking





# About Jenn

Jenn Lederer is an award-winning NYC based comedian and keynote speaker. Her work has been featured by SiriusXM, Forbes.com, The Huffington Post, Inspiring Lives Magazine, on stages at YALE and Google Headquarters and comedy clubs throughout New York City and Europe.

Performing all over the country, internationally and virtually, too!, Jenn emcees, leads workshops and keynotes to help audiences learn how to access their most creative ideas through the physiological effects of laughter.

[CLICK HERE](#) to watch Jenn's **Talk @ Google in NYC**

Please reach out with any questions.  
I look forward to hearing from you!

*Thank you!*  
*- Jenn*

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