

Pitching

How do you get yourself noticed? How do you pitch yourself and your project ideas?

It isn't enough to just have an idea. Everybody has them. You need to be able to pitch yourself as well if you want the job. Answer these questions...

1. Who am I? I am.....

2. What I do? My area of interest is...

3. Project Logline. A one-line description of the project - clear, concise and compelling - it grabs the listener's attention and makes them want to hear more...

4. Why I am passionate about it. What excited me most about my project and why...

5. How I'm different than others doing it. How my personal experience, perspective, skills, abilities or strengths in this area set me apart from others. Why no one else could do this better than I...

6. Prior experience / credibility: What I've done and with whom. I've worked for/with, I've worked on, and I've accomplished...

7. My personal logline. A one-sentence description of yourself that describes what you do, demonstrates why you are different than other people doing it, and expresses your unique enthusiasm and passion.
