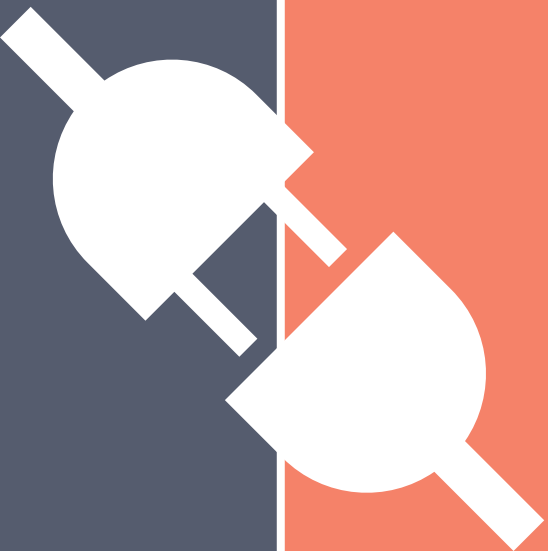


# THE GADDIE PITCH IN THREE SIMPLE SENTENCES

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*with Antony Gaddie  
and James Tuckerman*



# THE GADDIE PITCH

## in Three Simple Sentences

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### THE PERSONAL ELEVATOR PITCH IS AN ESSENTIAL TOOL IN THE ENTREPRENEUR'S UTILITY BELT.

When someone asks you, “What do you do?” you want to be able to deliver a pitch that will remain with the listener and potentially lead to a new business opportunity.

Your pitch is also essential for success on the web, for placement on landing pages, in emails and blogs. The medium might change but rarely will the structure of an effective pitch.

**Antony Gaddie** is the creator of “**the Gaddie Pitch,**” an internationally-renowned set of tactics designed to help business owners deliver an effective elevator pitch, time and time again.

### In this course, we cover:

- **Understanding your target market**
- **Determine your customers' common problems**
- **How to craft your pitch**

We will dive into those concepts shortly, but before we begin...

## THE PROBLEM WITH MOST PITCHES

You've probably had the experience of being asked, "What do you do?" Unfortunately, many people stumble when asked that simple question, rattling off a lot of "ums" and convoluted, meandering answers. That loses the listener, quickly.

What are the signs of a bad pitch?

- **Lack of confidence**
- **Lack of differentiation**
- **Making excessively broad statements**
- **Lack of enticement**
- **Not being memorable**

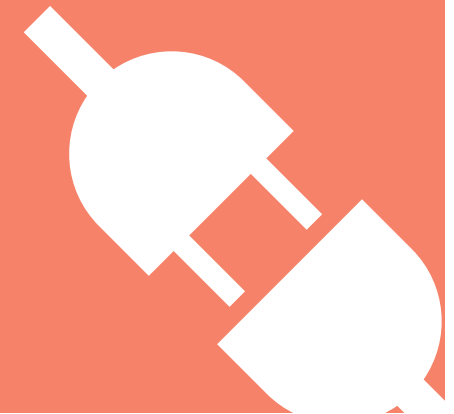
These are some of the things you want to avoid, and they often stem from our inherent fear of failure, rejection, or not seeming "big" enough. It's common for people to feel fearful, but it's the key challenge we learn to overcome in accomplishing the Gaddie pitch. So keep that in mind in mind as we work to craft the ultimate elevator pitch.



**Understanding your target market**

**Determine your customers' common problems**

**Now pull it all together to craft your perfect pitch**



# 1

## UNDERSTANDING YOUR TARGET MARKET



### UNDERSTANDING YOUR TARGET MARKET

Your ideal pitch is one that is tailored to your target customer. Regardless of who you are pitching to, you want to deliver the pitch very consistently – the person you are speaking with might not be your ideal customer but he or she might know someone who is in need of your services. Getting the pitch right can result in a lucrative referral in such situations. So, again, consistency is crucial.

Begin crafting your Gaddie Pitch by taking out a pen and a piece of paper and jotting your answer to the following question:

#### “WHO IS YOUR TARGET AUDIENCE?”

You’ve probably identified **buyer personas** in your business, so that’s your starting point for understanding who your pitch is really intended for.

## 2

## DETERMINE YOUR CUSTOMERS' COMMON PROBLEMS

### DETERMINE YOUR CUSTOMERS' COMMON PROBLEMS

When you pitch, you want to address the common problems your customers are faced with. Identifying these problems helps you relate to your customer.

Take a look at the chart below. Create one of your own and fill in each of the three columns. This will help you shape your pitch to address the main problems your customers face, while explaining the ways you can help.

WHAT WE DO	BENEFITS	FEELINGS

- Under **“What we do,”** write down what you do. Feel free to use jargon and technical terms that are specific to your industry. Answer the question **“What products or services do we offer?”**
- Moving to the middle column, **“Benefits,”** answer the question, **“What is the benefit to the customer in doing business with me?”** Remember, don't list “features,” focus on actual outcomes for your customers.
- When you fill in the last column, “Feelings,” hone in your focus on the emotions that will result from doing business with you. Answer the question, **“How will your customers or clients feel?”**



**Hot Tip:** Think about why you choose to purchase goods and services. The same criteria are important to your prospective customers. Do you buy a new PC because it has a boatload of RAM and GHZ, or because you're going to love and enjoy the speed and responsiveness of its operation? Your customers have the same kinds of values when it comes to buying decisions.

# 3

## NOW PULL IT ALL TOGETHER TO CRAFT YOUR PERFECT PITCH

### NOW PULL IT ALL TOGETHER TO CRAFT YOUR PERFECT PITCH

With the above table in mind, it's now time to start creating your perfect pitch, the Gaddie way.

The Gaddie Pitch involves a simple three sentence structure that follows this format:

1. You know how... **TARGET + PROBLEMS**
2. What we do... **BENEFITS + FEELINGS**
3. In fact... **EXAMPLE**

It's time to roll up our sleeves and get right to work.

1. In the first sentence, talk about your target market and their problems. Begin the first sentence with the words **"You know how..."** and explain who your customers are and what their issue is. Refer back to Step One to do this.
2. For the next sentence, start with **"Well, what we do is..."** Use the table you created in Step Two. Avoid the "What we do" column altogether.
3. For the third sentence, relating to the **"Benefits"** column, you want to back up your claim. Following the words "In fact", share a testimonial. Make sure it's an example where you've delivered for a client. Remember to quote the name and company that you've helped, but ask for permission to do so first.

Here's Antony Gaddie's example  
from the video



### SENTENCE ONE

**With the You know how...** a lot of small businesses really want to grow to the next level, but they typically feel like they are swimming against the tides to get more leads?

### SENTENCE TWO

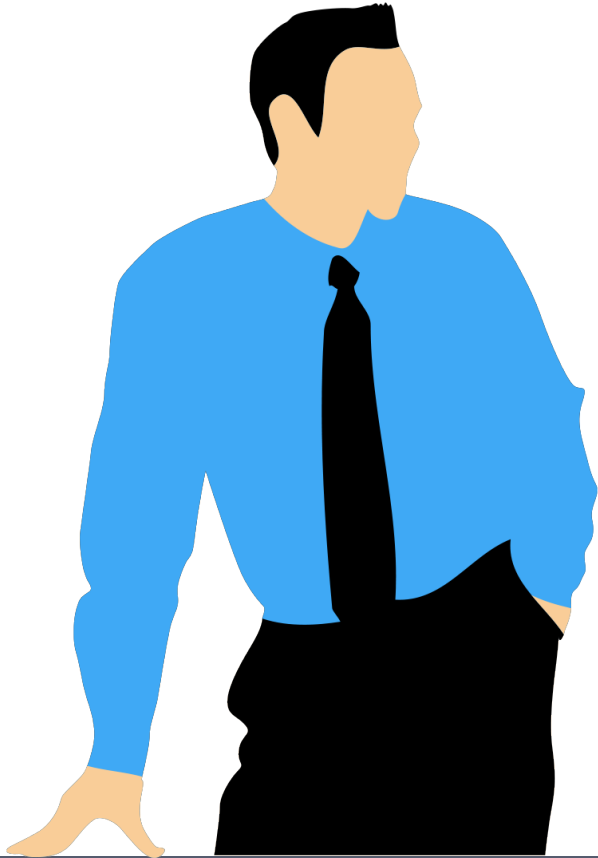
**Well, what we do...** is provide them with repeatable systems that will literally have leads bashing down the door to get to them.

### SENTENCE THREE

**In fact...** a client by the name of Paul Stead, after attending an all-day workshop with us and implementing the things we said he should do, has closed nearly a million dollars' worth of new business in six months' time.



**NOW, YOU DO IT:**



You know how...	TARGET	PROBLEMS
What we do...	BENEFITS	FEELINGS
In fact...	EXAMPLE	



**Hot Tip:** Keep in mind these **three simple principles** for any pitch:

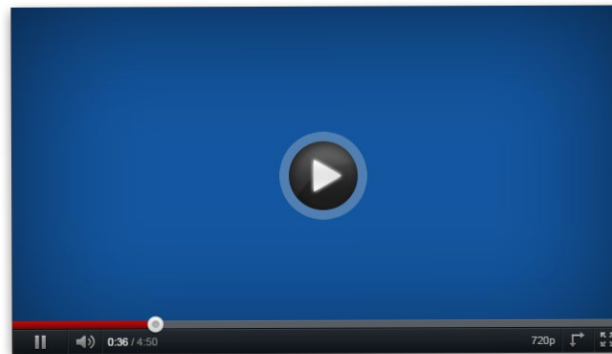
- Keep it under 30 seconds
- Highlight differentiators
- Make it understandable by a smart sixteen year old (use language that anyone can understand, even if they are not in your industry)

## BONUS LESSON

In the digital space, you can apply the concepts in this lesson to generate leads, sales and build rapport online. Follow the structure of TARGET, PROBLEMS, BENEFITS, FEELINGS and EXAMPLES.

1. Use **tactics** to generate leads – blogs, lead magnets (eBooks, white papers, etc.). Phrase it as “You know how...” and follow the Gaddie Pitch method to explain benefits and feelings.
2. **Nurture** to build rapport. Talk about them, not you. **Avoid the word “we.”** This builds rapport and illustrates the customer’s stake in your offer. Follow up and keep the relationship going.
3. **Add value.** Talk “headaches.” One of the best ways to convey benefits is to alleviate problems (headaches) that your customer faces. Don’t just advertise to the customer; give them something with value to them.

*Watch the tutorial*





Who is **Antony Gaddie**? Want to have prospective clients grasping for your business card, rather than ditching you for the free house wines and cheap beer? Antony Gaddie has closed \$83 million in business in his career so far. He has helped Telstra, Pacnet, Cellnet and Microsoft, in addition to numerous other B2B organisations, large and small, get 'big results from small budgets'.

He is a guest lecturer, a brown belt in Karate and speaks four languages.

But you might know him as the inventor of **'The Gaddie Pitch'**.



**James Tuckerman** is widely recognised as one of Australia's most successful digital publishers. He's an entrepreneur, angel investor, growth hacker for hire and professional speaker. He is best known for launching Anthill Magazine, in 2003, from the spare bedroom of his parents' home. He was then 26 years of age. In early 2009, he reinvented the Anthill business model, abandoning its print origins in favour of a 100% digital product. Within six-months, AnthillOnline.com was listed by Nielsen Online Ratings among the Top 50 Business & Finance websites in Australia. Since then, he has launched numerous digital ventures, including [entrepornography.com](http://entrepornography.com).