

How to pitch when you're not a pitcher.

November 2022



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How to pitch when you're not a pitcher

WHO AM I

CO-FOUNDER

Luke Cope
BOTTLED IMAGINATION



WHY SHOULD I LISTEN TO YOU ABOUT PITCHING?

**I DON'T KNOW HOW MANY
PITCHES I'VE DONE**

**SMART ENOUGH TO HAVE BEEN
INVOLVED IN OVER £3M OF SALES**

AND DUMB ENOUGH NOT TO HAVE BEEN ON COMMISSION

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I'M NOT A NATURAL PITCHER, PRESENTER, PERSON

**I'M NOT KNOWN
FOR MY
ENTHUSIASM**



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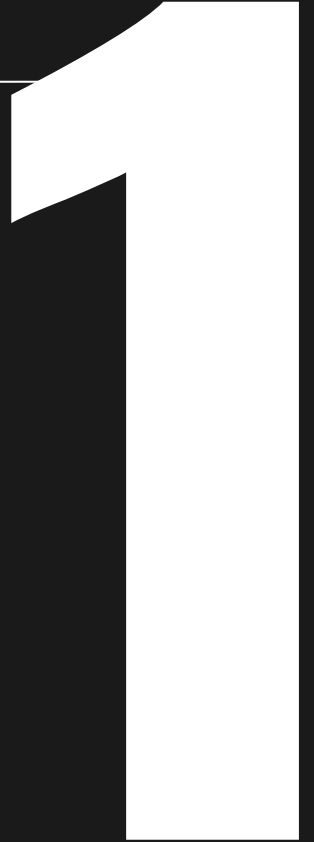
I HAD TO LEARN TO PUBLIC SPEAK AGAIN

**BASICALLY IF I CAN DO IT
ANYONE CAN**

Agenda

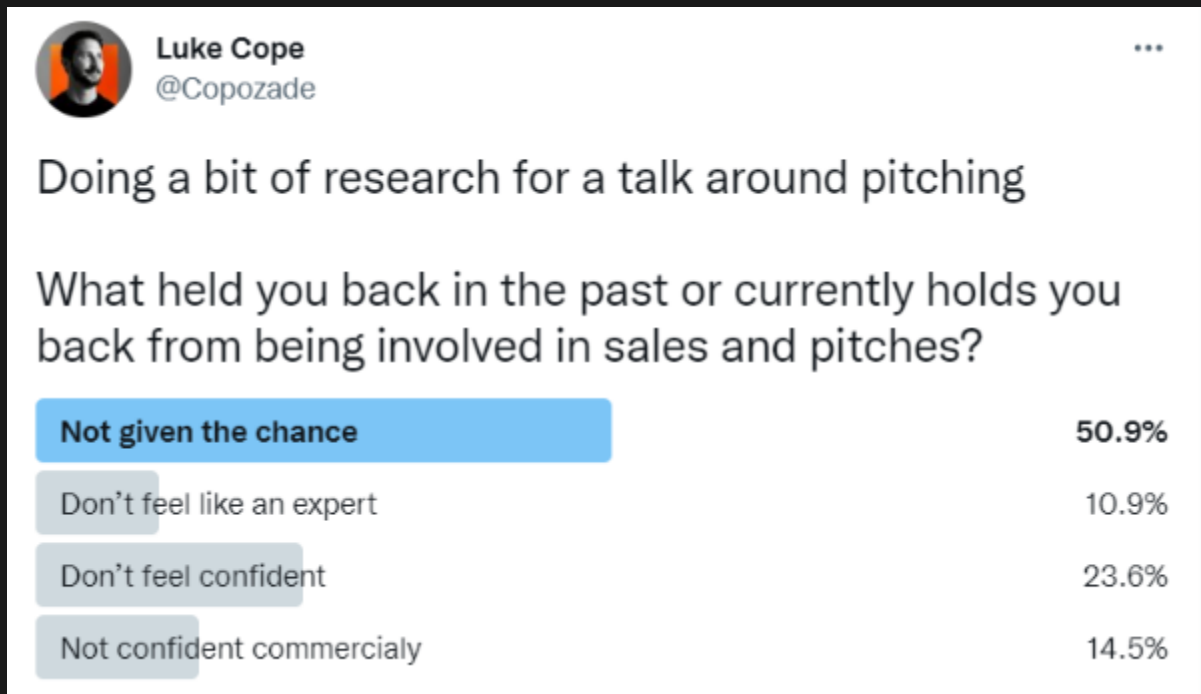
- 1. PITCHING & SALES**
- 2. PITCHING IDEAS**

PITCHING & SALES



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WHY

1. IT'S A BUZZ

1. IT'S GOOD FOR YOUR PROGRESSION

1. IT'S GOOD FOR MAKING CONTACTS

THE STAGES

**STAGE 1: DON'T KNOW WHAT I SAID BUT THANK
GOD THAT'S DONE**

STAGE 2: OH MY GOD THEY ASKED A QUESTION

STAGE 3: WHAT'S COMING OUT OF MY MOUTH

STAGE 4: RELAXED, AUTONOMOUS & INVESTABLE

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HOW TO GET THERE

1. PRACTICE BY RECORDING YOURSELF

2. BE A BOXER

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Be a Boxer

**THE WORK IS PUT IN
BEFORE THE FIGHT**

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Be a boxer

THIS MEANS PITCH PREPARATION AND PERSONAL BRANDING

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Be a boxer

**WE WON 5 CLIENTS WITHOUT A
COMPANY NAME**

3. GO ON THE INTRO CALLS

ALL THE PITCHES I 'WON ON THE SPOT', WERE WON BEFORE THE PITCH

4. KNOW WHO YOU ARE PITCHING TO

OWNER FOUNDER

**HOW MUCH MONEY CAN YOU MAKE ME OR
SAVE ME?**

ARE YOU A RISK?

**DO YOU HAVE RELEVANT INDUSTRY
EXPERIENCE?**

SEO DIRECTOR

**CAN YOU DO THIS THING THAT I DON'T HAVE
THE RESOURCE OR TIME FOR?**

**HOW CAN YOU DO IT DIFFERENTLY OR
BETTER THAN OTHERS? WHAT'S THE IMPACT?**

CAN I HAVE A CONVERSATION WITH YOU?

ARE YOU WITHIN BUDGET?

I DON'T TRY AND OUT SEO AN SEO

CMO

DO YOU UNDERSTAND THE BRAND?

**CAN YOU INTEGRATE WITH MY OTHER
AGENCIES AND TEAM?**

**ARE YOU GOING TO DO THINGS THAT WILL
MAKE ME LOOK GOOD?**

**THERE MIGHT BE ONE PERSON IN THE
ROOM THAT WILL MAKE THE DECISION**

**THAT DOESN'T MEAN YOU PISS OFF OR
IGNORE EVERYONE ELSE...**

4. GET USED TO TALKING ABOUT MONEY

**IT CAN BE AWKWARD BUT YOU NEED
TO VALUE YOUR SKILLS AND GET
USED TO IT**

5. CLOSE

I'm the best closer this city's ever seen. I closed.

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Close

**WE WON 2 CLIENTS ON
THE SPOT**

CLOSE

WHAT ARE THE NEXT STEPS ON YOUR SIDE?

IS THIS WHAT YOU WERE EXPECTING? IS THERE ANYTHING WE HAVE MISSED

YOU'RE PROBABLY WORRIED ABOUT X. HERE'S WHY THAT'S NOT A PROBLEM

HERE'S NEXT STEPS FROM US

WE CAN START ON X DATE, WE DO ONBOARDING HERE, YOU MEET THE REST OF THE TEAM ON THIS DATE, WITHIN 2 WEEKS YOU'LL GET X

6. DON'T BE A SALES PERSON

PITCHING IDEAS

2

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PITCHING AN IDEA IS SALES

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EVERYONE HAS IDEAS

**THIS MEANS SOMETIMES IT CAN BE
YOUR OPINION VS THEIR OPINION**

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YOU NEED TO REMOVE THE SUBJECTIVITY

AND MAKE IT YOUR RESEARCH + OPINION VS THEIR OPINION

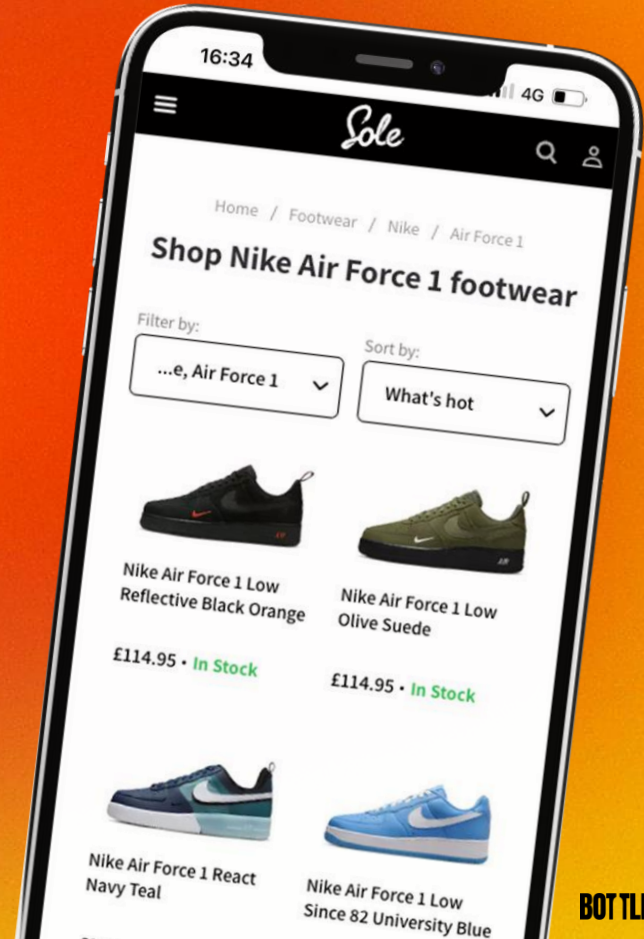
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FIND THE SWEET SPOT BETWEEN BRAND AND NEWSWORTHY

**OUR IDEAS ARE USUALLY LINKED TO
THE ORGANIC REVENUE POTENTIAL
OF A CATEGORY**

AIR FORCE 1'S ARE WORTH AN EXTRA £20K IN ORGANIC SEARCH REVENUE PER MONTH

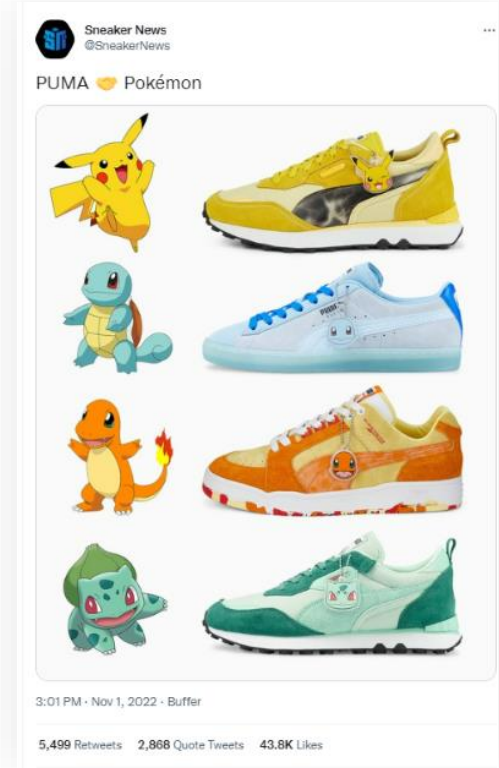
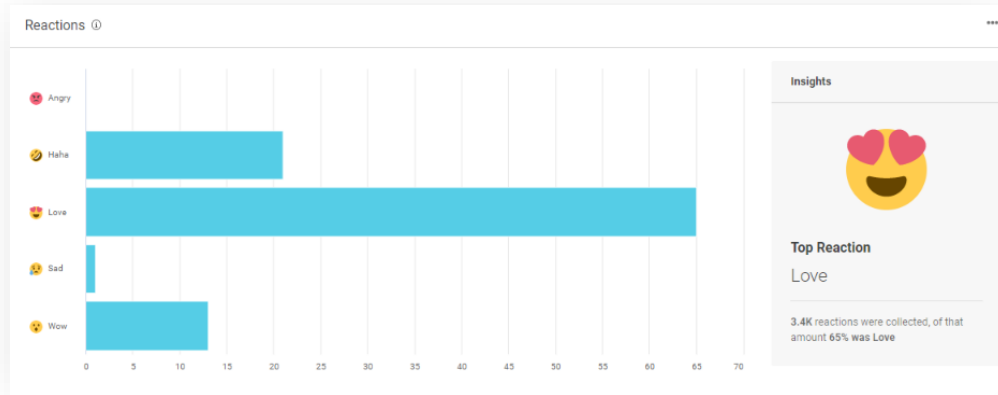


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RESEARCH

EVERYONE LOVES SNEAKER CONCEPTS



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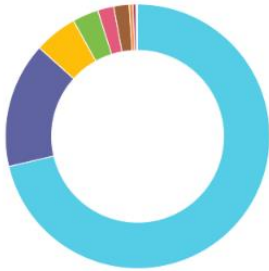
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“YOU TOLD US”

**REMEMBER WHEN YOU TOLD US
YOU WANTED TO GET ON
HYPERBEAST & HIGH SNOBIETY?**

WELL, THEY TALK ABOUT SNEAKER CONCEPTS A LOT

Top Domains



- www.highsnobiety.com
- www.sneakerfreaker.com
- hypebeast.com
- sneakerbardetroit.com
- www.youtube.com
- footwearnews.com
- ishikawa.it
- www.lesitedelasneaker.com
- www.trendhunter.com
- poshmark.com

DISCOVER SHOP

HIGHNOBIETY

THESE 'DRAGON BALL Z' X NIKE CONCEPT SNEAKERS ARE INCREDIBLE



@ INSTAGRAM / @ CHADMANZO / CHAD MANZO

1 / 6

HERE'S WHAT A NIKE X 'DRAGON BALL Z' COLLAB WOULD LOOK LIKE

4 YEARS AGO
WORDS BY FABIAN GORSLER

“YOU CAME TO US FOR...”

**WE COULD DO ONE CONCEPT. BUT YOU
CAME TO US TO CREATE MORE
CONSISTENT WAYS OF BUILDING LINKS**

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THE Sole
CONCEPT

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**MULTIPLE CONCEPTS
IN ONE PLACE**

**EACH WITH ITS OWN
MEDIA LIST**

**BUILDING LINKS
FOREVER**

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**BUILDING LINKS
FOREVER**

RECAP

MATCH YOUR EXPERT OPINION WITH DATA

REMOVE SUBJECTIVITY

**FIND THE SWEET SPOT BETWEEN BRAND AND
NEWSWORTHY**

**HAVE A WAY OF PITCHING IDEAS THAT YOU'RE
COMFORTABLE WITH**

**BRING IT BACK TO THE CLIENT/YOUR MANAGER/THE
OBJECTIVES**

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BUMBLE BEE RETIREMENT HOME

**THANKS FOR LISTENING.
ANY QUESTIONS, GRAB ME AFTER.**