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
I'M NOT A NATURAL PITCHER, PRESENTER, PERSON
I’M NOT KNOWN FOR MY ENTHUSIASM
I HAD TO LEARN TO PUBLIC SPEAK AGAIN
BASICALLY IF I CAN DO IT
ANYONE CAN
Bottled Imagination x Digital Bites
How to pitch when you’re not a pitcher

Agenda

1. PITCHING & SALES
2. PITCHING IDEAS
Luke Cope
@Copozade

Doing a bit of research for a talk around pitching

What held you back in the past or currently holds you back from being involved in sales and pitches?

- Not given the chance: 50.9%
- Don’t feel like an expert: 10.9%
- Don’t feel confident: 23.6%
- Not confident commercially: 14.5%
WHY

1. IT’S A BUZZ

1. IT’S GOOD FOR YOUR PROGRESSION

1. IT’S GOOD FOR MAKING CONTACTS
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
HOW TO GET THERE
1. PRACTICE BY RECORDING YOURSELF
2. BE A BOXER
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
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
HOW MUCH MONEY CAN YOU MAKE ME OR SAVE ME?

ARE YOU A RISK?

DO YOU HAVE RELEVANT INDUSTRY EXPERIENCE?
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
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 ORIGNORE 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.
WE WON 2 CLIENTS ON THE SPOT
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
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How to pitch when you’re not a pitcher

Agency world, what's the biggest struggle?

- Coming up with ideas: 28%
- Getting sign off on ideas: 42%
- Executing the ideas: 18%
- Measuring success of idea: 12%

50 votes · Final results
10:17 AM · Feb 4, 2022 · Twitter Web App
PITCHING AN IDEA IS SALES
EVERYONE HAS IDEAS
THIS MEANS SOMETIMES IT CAN BE YOUR OPINION VS THEIR OPINION
YOU NEED TO REMOVE THE SUBJECTIVITY
AND MAKE IT YOUR RESEARCH + OPINION VS THEIR OPINION
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How to pitch when you’re not a pitcher

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
How to pitch when you’re not a pitcher
EVERYONE LOVES SNEAKER CONCEPTS
“YOU TOLD US”
REMEMBER WHEN YOU TOLD US YOU WANTED TO GET ON HYPEBEAST & HIGH SNOBiETY?
WELL, THEY TALK ABOUT SNEAKER CONCEPTS A LOT
“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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How to pitch when you’re not a pitcher

MULTIPLE CONCEPTS IN ONE PLACE

EACH WITH ITS OWN MEDIA LIST

BUILDING LINKS FOREVER
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How to pitch when you’re not a pitcher

MULTIPLE CONCEPTS
IN ONE PLACE

THE Sole CONCEPT

EACH WITH ITS OWN MEDIA LIST

BUILDING LINKS FOREVER
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MULTIPLE CONCEPTS IN ONE PLACE
THE Sole CONCEPT
BUILDING LINKS FOREVER
EACH WITH ITS OWN MEDIA LIST
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
THANKS FOR LISTENING.
ANY QUESTIONS, GRAB ME AFTER.