



STUDIO42

Pitch Planner

presentation planning workbook



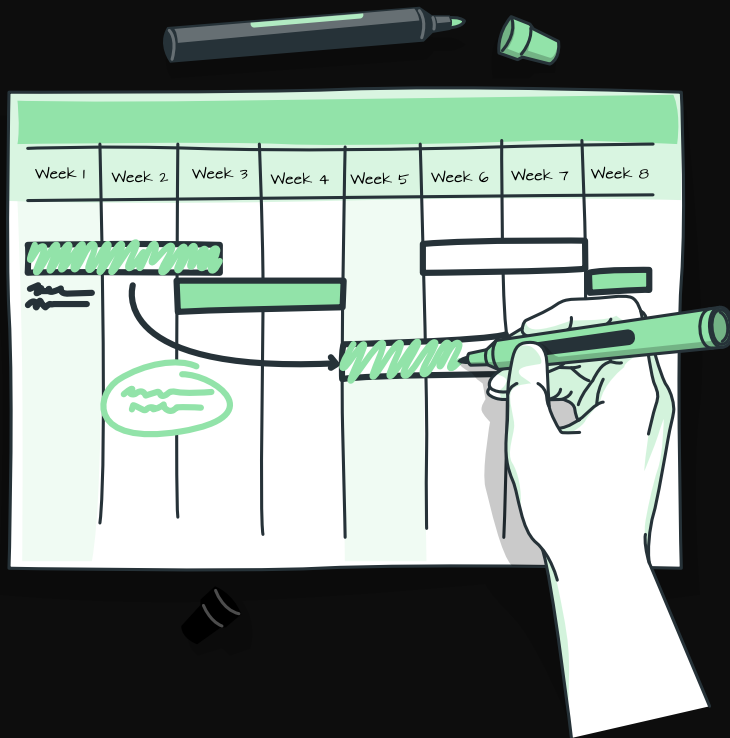
WWW.STUDIO42.CA



HELLO@STUDIO42.CA



<https://www.youtube.com/@Studio42Canada>



Introducing the **Pitch Planner** by Studio 42

At Studio 42, we're dedicated to providing tools that help you create presentations with lasting impact.

That's why we've developed the Pitch Planner—a hands-on guide to shape your presentation, long before you start designing slides.

Exercise:

Think about a recent presentation. What steps did you take before creating slides?

Write down what you think went well, and what did not.

What is the **Pitch Planner**

The Pitch Planner is a structured set of key questions focused on WHO, WHY, WHAT, and HOW. By answering these early, you'll craft a targeted, audience-centered presentation aligned with your goals.



Exercise:

Take a moment to identify your audience for an upcoming presentation.

Who are they, and what's important to them? Write down your answers.

See page 6

Why Use the **Pitch Planner**

With the Pitch Planner, you'll have clarity from the start. It ensures your message is clear and aligned with audience needs, making it a valuable tool for marketers, sales teams, and executives delivering presentations that drive action.



Exercise:

List three challenges you often face when preparing presentations.

How could the Pitch Planner help you address those challenges?

Benefits of the Pitch Planner

PIVOT

Your Presentation

Shift from product-focused to audience-focused presentations, making your message more relevant.

FOCUS

on Problem-Solving

Emphasize how your offering solves your audience's challenges.

GUIDE

Strategic Alignment

Align your strategy to ensure stakeholder buy-in from the start.

Exercise:

Think of a past presentation. Did you focus more on the product or the audience?

Write down one way you can shift the focus to the audience next time.

Remember!

Adults learn best through discussion and solving problems, not just passive listening. They value practical knowledge and need time to process information.



Adults...

Learn more through discussion and problem solving than through passive listening or content-oriented classes.

Use life experiences (including errors) to build context and meaning for learning.

Want time to process. Learners cannot listen and construct meaning at the same time.

Are most interested in learning topics that have immediate relevance to their work and/or personal lives.

Learn on a need-to-know basis and want to be involved in the planning and evaluation of the instruction.

Are competency-based learners wanting to apply their new skill or knowledge to their circumstances.

Exercise:

Reflect on your learning style.

How can you incorporate short activities or discussions to help your audience process your message?

Begin with Key Questions

The following worksheets are designed to help you capture and communicate the essential elements of your presentation. They offer a structured, repeatable approach that can be easily tailored to fit your company's unique needs.

WHO

Understand Your Audience

WHY

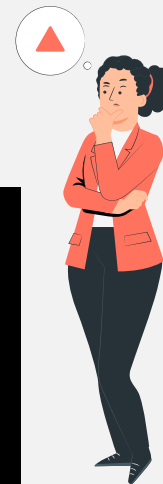
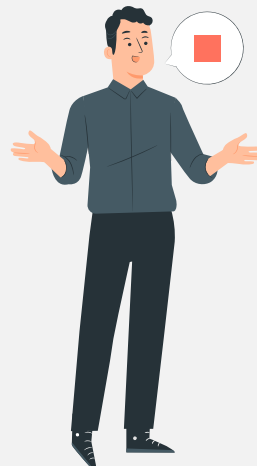
Focus on the Desired Outcome

WHAT

Strive for Simplicity

HOW

Position Yourself as the Solution



Exercise:
Identify an upcoming presentation topic.
Answer the WHO, WHY, WHAT, and HOW questions for that topic.

WHO

Know Your Audience

Audience: Who is your presentation aimed at?

Context: What's the setting?

Stage: At what stage of the sales process does it occur?

Style: What presentation style best suits the presenter?

Exercise:

Write down specific details about your target audience for an upcoming presentation. How will the setting and stage affect your content?

WHY

*Begin with the
End in Mind*

Outcome: What do you want to achieve?

Call to Action: What actions should your audience take after the presentation?

Change in Thinking: How should their perspective shift?

Exercise:

Define the outcome for your next presentation. What action do you want your audience to take?

WHAT

*Keep It Clear
and Concise*

What It Is: Define your product or service.

What It Does: Explain it in simple terms.

What's Unique: Highlight your differentiators.

What's the Value: Show why your audience should care.

Exercise:

Fill in the blanks for your product or service: "My offering is a [specific category]. It helps by [benefit]."

HOW

Be a Problem Solver

The Hook: What will grab your audience's attention?

Urgency: Why should they act now?

Customer Problems: What problems are you solving?

Point of View: What's your unique perspective?

Proof: Share examples of how you've solved similar problems.

Exercise:

Draft a strong hook for your presentation. Think of a question, statistic, or story that will instantly engage your audience.

WHO

Understand Your Audience

WHAT

Clearly Defined Outcome



A Strategic Overview

WHY

Focus on the Desired Outcome

HOW

Position Yourself as the Solution

BRING IT ALL TOGETHER

Start your presentation with a strategic overview of WHO, WHY, WHAT, and HOW. This sets expectations and frames the conversation for your audience.

Using this overview improves the quality of feedback by framing the discussion before diving into the slides. It helps uncover any disagreements or misunderstandings among stakeholders early on, allowing you to address them upfront.

By beginning with this strategic overview, you quickly convey the value of your presentation and demonstrate a thoughtful, strategic approach, building trust and credibility with your audience.

WHO

Audience

Pinpoint your target audience.

Context

What is the setting for your presentation?

Stage

At what stage of the process does this presentation occur?

Style

What presentation style suits the presenter best?

WHAT

What It Is

Clearly define your product or offering.

What It Does

Describe your product.

What's Unique

Identify the key differentiators of your product.

What's the Value

Explain the value and the tangible benefits offered.



Think it
through

WHY

Outcome

What do you want to accomplish with your presentation?

Change in Thinking

Shift your audience's perspective to achieve your desired outcome?

Call to Action

What are the actions you want your audience to take?

HOW

The Hook

What's the opening idea that will hook the audience?

Urgency

What's the urgency for the audience to act NOW?

Customer Problems

Be clear about the problems that you can solve.

Point of View

What's your unique point of view?

Proof

What examples do you have where you have solved similar problems ?

WHO

Audience

Context

Stage

Style

WHAT

What It Is

What It Does

What's Unique

What's the Value



WHY

Outcome

Change in Thinking

Call to Action

HOW

The Hook

Urgency

Customer Problems

Point of View

Proof