

The Pitch Readiness Checklist

P&J PITCHWORKS CO.

Run these twenty checks before your next pitch. Tick what is true today. Wherever you are short, the workshop named beside it is built for the gap.

Alignment

Pitch Culture

- ☐ We can tell the pitch story in one sentence.
- ☐ Everyone tells that story the same way.
- ☐ Disagreements get raised before the room, not in it.
- ☐ Leaders know their role and keep to it.

Briefs

Pitch Brief

- ☐ Someone restates the ask out loud at kickoff.
- ☐ We write down what is out of scope.
- ☐ The brief fits on one page.
- ☐ We name the one thing the client must feel.

Story

Pitch Story

- ☐ Our pitch has a spine, not a list of capabilities.
- ☐ We know what the audience cares about first.
- ☐ Every slide earns its place in the story.
- ☐ A client could repeat our idea after we leave.

Presence

Pitch Presence

- ☐ Every teammate knows their role in the room.
- ☐ We practise listening, not just speaking.
- ☐ We have a plan for handling an interruption.
- ☐ We move and transition as one team.

Prep

Pitch Prep

- ☐ A run-through is on the calendar, not just a deadline.
- ☐ Roles and handoffs are settled before the final 48 hours.
- ☐ We have a debrief planned for after.
- ☐ The week before the pitch feels calm.

How to read it: 4 ticks in a section means that area is solid. 2 or fewer means start there. Not sure? Take the 90-second Pitch Health Check at pjpitchworkscsco.com/health-check.

We don't manage your pitch. We build the teams that win them.

pjpitchworkscsco.com