



Rainmaker Magic – Creating a Marketing Strategy Part One

My PITCH (30-60 seconds)

- Who I am?
- Who I work for?
- What I sell?
- To whom I sell it?
- What we do well/ what makes us the “right choice”?
- Something I love about my job/ a reason they might love it too

Example:

“Hi, my name is _____ and I am the Rainmaker for _____. Yes, that means I MAKE IT RAIN (you can even do the hand gesture of making it rain! Be memorable and light hearted). Really, it is a fun name for business development and client relations. You could say, I manage our relationships and make sure our customers know we appreciate them while building relationships with new customers as well. We sell _____, _____ and _____, to _____, _____ and _____. We are known for our innovation in _____ and our _____. _____ and _____. I love working for this company (I love my job...) because _____. _____, and _____. I am sure you will love being connected to us as well. We have a _____ event coming up on _____ and a _____ event on _____. These are just a couple off the top of my head, but we are always involved in top-notch events in the industry. Do you have a card? I would love to be sure you get an invitation to these two events I mentioned as well as others coming up. We would love to have you join us when your schedule allows.”



Draft One:

[illegible]

Draft Two:

[illegible]