



AIO Spark's Freelance Pitching Template

Everything you need to check to ensure you're ready to pitch your next client. Check our [Freelancer's Guide to Pitching SMBs](#) article for an explainer on these points.

Template Checklist: Freelancer's Pitch to SMB Clients

Executive Summary

- Craft a brief, impactful overview of your pitch
- Highlight main objectives and key selling points
- Use clear, concise language and tailor the tone to your audience

Business Information

- Showcase your expertise and authority in your niche
- Highlight significant achievements and past successes
- Include relevant certifications and industry affiliations
- Provide testimonials or case studies (if available)

Introduction to Your Goals

- Define the problem or opportunity your idea addresses
- Explain the benefits your idea brings to the client's business
- Set realistic expectations and timeframes for achieving goals

Competitive Analysis

- Identify main competitors and their market positioning
- Analyze their strengths, weaknesses, opportunities, and threats
- Determine how your idea differentiates from the competition

SWOT Analysis

- Identify your idea's strengths, weaknesses, opportunities, and threats
- Understand the current state of your vision and its potential

- Uncover new opportunities to pursue

Target Market Overview

- Describe your target market, including demographics and psychographics
- Tailor your pitch to their specific needs and preferences

Customer Journey Map

- Visualize the steps your target audience takes when engaging with your product or service
- Identify touchpoints, pain points, and opportunities for improvement

Unique Selling Proposition (USP)

- Define the specific problem your idea solves or need it addresses
- Identify the unique benefits your view offers
- Explain how it differentiates from other solutions in the market

Branding

- Develop a cohesive brand identity that reflects your business's values and appeals to your target audience
- Consider logo, visual design, tone of voice, messaging, and brand personality

Marketing Channels

- Identify the most effective marketing channels for your target audience
- Develop a plan for each channel, including frequency, content, and targeting
- Explain how these channels will help achieve your overall goals

Measurements and KPIs

- Determine key performance indicators to measure your marketing efforts
- Ensure KPIs are closely tied to your overall goals and objectives

Marketing Strategy and Tactics

- Develop a comprehensive marketing strategy with specific tactics to achieve goals
- Create a content calendar, define responsibilities, and establish a budget

Thank you for being a valued member of the [AIO Spark](#) community. Please share your experience with other freelancers to help them overcome obstacles and succeed. All the best!

