

Subject | (Sample)

Date written |

Roof

(180 words or less)

Pillar One: Awareness	Pillar Two: Interest	Pillar Three: Desire	Pillar Four: Action
<i>What are YOU pitching, and to who?</i> (Simple, simple, simple.)	<i>Why are YOU doing this?</i> (Focus on core competence and differentiation.)	<i>What do THEY get from this?</i> (Illustrate benefits, and minimise feature lists.)	<i>What do you want THEM to do next?</i> (Action, action, action)

Without lying, have you introduced: Social Proof Scarcity principle Evidence of traction Evidence of success