



**LIGHTS
CAMERA
EXPERT**

12

PITCH GENERATOR WORKSHEET

Now it's time to generate ideas for pitches — lots of them. Because that's how you strengthen your pitching muscle. If you wait to come up with "the perfect pitch," that muscle will atrophy.

Right now, we're going to bypass your internal editor and do a brain dump of ideas without judging or scrutinizing any of them. Ready?

We've got a FULL example at the end of this worksheet.

1. BRAINSTORM TOPICS (5 mins)

Set a timer for two minutes and just jot down a whole list of topics. Not pitches, just topic ideas, subject areas. Don't write one and then stop; keep your pen moving on the page (or your fingers flying across the keyboard.)

Think of things you know a lot about, get asked about often, or client, customer, or patient issues that come up over and over again.

If you're a fitness pro, you might jot down things like "weight training," "energy foods," "endurance," "weight loss," "equipment."

If you're a psychologist you might think, "sibling rivalry," "competition," "envy," "stress management," "imposter syndrome," for instance.

YOUR TURN

Aim for 15–25 ideas. Ready? Go.

2. EXPLORE PITCH IDEAS (15 mins)

Ok. Now you've got a bunch of topics. Pick 5 of your favorite topics from the list above. Next, you're going to start brainstorming angles on those specific topics. Think of it as taking a loaf of bread (i.e., your ideas) and carving up different slices from it.

You may not even know what takeaway you'll provide yet — that's ok. The goal is to think counterintuitively and to come at a topic fresh.

YOUR TURN

Set your timer for 15 minutes, and spend about 3 minutes on each topic, and aim for five pitches for each. They don't have to be perfect! The point of a time limit is to get you moving quickly and keep generating, rather than getting stuck.

Sample Topic 1: _____

Pitch Ideas:

1. _____
2. _____
3. _____
4. _____
5. _____

Sample Topic 2: _____

Pitch Ideas:

1. _____
2. _____
3. _____
4. _____
5. _____

Sample Topic 3: _____

Pitch Ideas:

1. _____
2. _____
3. _____
4. _____
5. _____

Sample Topic 4: _____

Pitch Ideas:

1. _____
2. _____
3. _____
4. _____
5. _____

Sample Topic 5: _____

Pitch Ideas:

1. _____
2. _____
3. _____
4. _____
5. _____

Bam! You have 25 pitch ideas. Amazing. They aren't necessarily all winners, nor do they have to be! The key is that you have some stuff to work with. And you may adapt these pitches for a range of media — for TV, radio, print, as well as your own blog.

3. DEVELOP YOUR PITCH

OK! Circle five of your favorite pitch ideas. These will be the ones you focus on. But start with just one of them so you can practice developing an idea.

As you answer the following questions about your pitch, you'll come up with new ideas and ways to think about it. These are, by the way, the same questions the producer or editor will be asking herself as she reads it!

1. What platform will this pitch be for? (TV, radio, print? Pick one for now and you can always adapt it later for a different form of media). For simplicity's sake, let's go with TV for now.
2. What is that TV show's demographic? Knowing who the target audience is is half the battle.
3. You don't want to pitch a show that doesn't care about this topic or angle. Any pitch can be adapted with a different audience in mind.
4. What problem are you solving in this segment?
5. Why do I care? What are the stakes? Meaning, why should I (the producer and audience) listen? What happens if I don't? How will I benefit as a result of learning what you have to tell me?
6. What do people assume about your topic? How are they often wrong?
7. What's your take on the topic? What do you believe or what are you advocating for?
8. What are some talking points (in other words, your advice/wisdom)?
9. Why might someone be resistant to these ideas, and what can you say to convince them?
10. What are 3–5 key takeaways or things I can DO about the information you're sharing?

YOUR TURN

Use the following page to complete your answers.

4. NOW, WRITE THE PITCH LETTER!

So you've seen how we went from just an idea, to a series of talking points with a specific angle. The heavy lifting here is done! The final, and critical, step, is write the pitch letter. You know the producer has no time, and needs to be able to scan it quickly.

Your job is to draft a pitch letter based on one of your ideas that will grab the producer's attention. Keep it under 350 words. (See the Jenny example below.)

Go for it! And then send it to us at **info@lightscameraexpert.co**

For inspiration check out Worksheet 13 "**Yes Pile, No Pile**" worksheet where we break down good and bad pitches.

USE THIS TOOL FOR ANY NEW CONTENT GENERATION!

This isn't just for media pitches, although we're applying that idea here. This is how you come up with any new ideas — be it for segments and stories, your own blog, or even your next pdf, book, product, or course! This process will come in handy no matter what you're trying to create or recreate in a fresh, innovative way.

Check out Worksheet 15 "Creating Your Pitching Factory" worksheet. It will help you keep track of all these pitches so you can come back to them again and again.

EXAMPLE: Jenny the Organizer

Jenny is a professional organizer, who's looking to gain more media attention for her business and grow her media brand. Here's what she came up with in brainstorming some topics she can speak to.

BRAINSTORM:

Decluttering	Storage
Kitchen organizing	Packing for a move
Settling into a new place	Organizing a home office
Coat closet tips	Packing for vacation
Seasonal storage	Creating better habits
Holiday organization	iPhone apps for staying organized
How to pack up after a loved one dies	Packing for college
Recycled home storage solutions	How to pack up after a break up or divorce

5 FAVORITE IDEAS:

- Decluttering
- Packing for a move
- Packing for vacation
- Packing for college
- How to move out after a breakup or divorce

SAMPLE TOPIC 1: Decluttering

1. How to let go of gifts, hand-me-downs, and other emotional clutter
2. Give your home or office a complete makeover without buying anything new
3. How to fix your clutterbug habit for good
4. Cut your possessions by a third without missing a thing
5. Five biggest clutter-causing culprits

SAMPLE TOPIC 2: How to pack up after a breakup or divorce

1. How to reclaim your space after your ex leaves
2. Moving on: What to keep, toss, and store after a relationship ends
3. 3 things you should never keep after a relationship has ended
4. How to move out in 24 hours flat after a divorce or separation
5. 5 simple strategies for a pain-free, post-breakup move

EXAMPLE: Jenny's pitch development

Here's how she answers these questions, just to give you an idea.

PITCH: How to reclaim your space after your ex leaves

- **What problem are you solving in this segment?**

It's hard to move out after a breakup, but what if you're the one staying behind in the place you used to share – and moving is not an option? I can help you reduce the agony of a breakup by helping you reorganize and restage your home, and set the stage for your new life, and help you move on.

- **Why do I care? What are the stakes? Meaning, why should I listen? What happens if I don't? How will I benefit as a result of learning what you have to tell me?**

Not only can this happen to anyone at any point in their lives, but if you don't do this right, you risk letting things drag on unnecessarily, and make it harder to heal and move on. If your space is stuck, your life can feel stuck.

- **What do people assume about your topic? How are they often wrong?**

Everyone thinks it's just about separating who owns what, throwing their stuff in boxes and that's it. But it's not so cut and dried when you've shared a home and possessions for years. Some of the stuff you think and claim as your own may be the worst things to take with you when you leave, or the worst things to keep when they do. But beyond that, you don't want your home defined in terms of what is missing.

- **What's your take on the topic? What do you believe or what are you advocating for?**

I believe most people keep too much stuff, sometimes out of nostalgia, hope, or even spite (taking things you don't want but because the other person wants them). They often keep things just as they were when their ex lived with them, and this is a recipe for heartache. I don't think you should set everything on fire (unless you want to!) but I believe you have to step outside of what you want in the moment and look ahead to 6 months, a year down the line when your life looks different. And create a space for the life you want, not the one you had.

- **Why might someone be resistant to these ideas, and what can you say to convince them?**

Most people will be resistant because they think that in parting with things they have become accustomed to using/having, they will maintain some of the comfort that's missing now that the relationship is over. You think you need these items to remember that time in your life, or that love you had. When really, seeing those objects or memorabilia can make life harder for longer.

- **What are some talking points?**

- I can help you reduce the agony of a breakup by helping you reorganize and restage your home, and set the stage for your new life, and help you move on.
- Not only can this happen to anyone at any point in their lives, but if you don't do this right, you risk letting things drag on unnecessarily, and make it harder to heal and move on. If your space is stuck, your life can feel stuck.
- Everyone thinks it's just about separating who owns what, throwing their stuff in boxes and that's it. But it's not so cut and dried when you've shared a home and possessions for years.
- I believe you have to step outside of what you want in the moment and look ahead to 6 months, a year down the line when your life looks different. And create a space for the life you want, not the one you had.

- **What are 3–5 key takeaways or things I can DO about the information you're sharing?**

- Sort through your possessions alone. This is not something you should do together, because it can be too painful or can lead to fighting and further anguish. Give each other space to go through stuff, ideally when one of you is not at home.
- Create two piles: yours and theirs. You will ultimately have a "donate" box, but for obvious reasons, you don't want to be visibly tossing that nice sweater she gave you into the "donations" box. The first pass through should be yours and theirs, and then you'll do your own sorting afterwards.
- Once he or she has moved out, you will do another pass at the belongings you have. And while this is not easy to do, it's in your best interests to give away any items that bear an emotional connection with your ex. Hanging onto them will make your place feel haunted. Sell it or donate it, but get those things out of the house, ideally within three days of the move-out.
- Rearrange the bedroom first. This is the two most intimate space you shared with your partner, so it's where you should start. Ideally: You want a fresh coat of paint, new sheets and duvet cover, and move the bed to a different location in the room. If that's not possible, make some subtle shifts (lamp in a different corner, new art) so that the room feels different when you walk in.

JENNY'S PITCH LETTER

Subject heading: How to reclaim your space after your ex moves out

Dear Jane,

Loved the story you did recently on how season-proof your summer home. I'll be putting some of those tips into action this year for sure.

Given that you cover home organization strategies on your show, I have one that I think the viewers of "The Daily Perk" will love:

How to Reclaim Your Space When Your Ex Moves Out

A breakup is hard enough—but when you've shared a home, it can make things far more complicated. What is the best way to reclaim your space, especially if you're remaining in the home you shared, and moving isn't an option?

Here's what I can help your viewers do:

- How to sort through possessions and why it's not a good idea to do it together.
- Identify what to keep and what to toss.
- What are the first three changes you must make the minute your ex is gone
- How to restage the bedroom so that you can reclaim it as your own, and not a formerly shared space that's missing a significant other.

As a professional home organizer and expert declutterer (check out my blog [here](#)), I help people get their stuff in order, sure, but the stakes are really high when there's so much emotion involved. And it's not just a matter of separating who owns what—especially when you've lived together for years.

This can happen to anyone—and if you don't take care of this immediately, you risk letting things drag on unnecessarily, and make it harder to heal and move on. If your space is stuck, your whole life can feel stuck.

I've been a professional organizer for almost 10 years, and have contributed to the Huffington Post and MindBodyGreen.

Here's my video reel.

More about me here on my website.

I look forward to talking with you soon!

--Jenny Smith, 212-555-5555