

## **Exercise 7a: Create your sales pitch kit**

### **How to make a personal sales kit**

Creating your kit is easy, but it will take some time and a little money.

You'll need:

- A 3-ring binder
- Plastic sheet protectors for your photos and information pages

This is the best way to present your work since you'll be able to easily take out the pages. Your potential new customer can take a closer look at what he/she is most interested in this way.

You can also organize your binder to put the pages that you think will be most important to each possible new customer at the front.

And, by using plastic sheet protectors, you can carry several copies of photos and paper pages. If a possible customer wants to keep a sample to show someone else, you can easily leave them with one.

### **Hint for photos**

Make sure you have your name and contact information on the back of every photo. It would be a shame to leave a photo of your work with someone and not give them an easy way to get in touch with you to make it for them!

## **What to include in your personal sales kit**

### **Products you make**

- If you create and sell a product, take **pictures of each of the items you make.**
  - Put the items in a well-lit place – sunlight is best, if possible.
  - Take pictures from all angles.
  - If you do fine detail work, take some close-up shots to show your skill.

### **Services you can see**

- If you provide a service that changes something - like sewing repairs, house painting, gardening, carpentry, car repair - take **before and after pictures** of the things you work on.
  - Put the items in a well-lit place – sunlight is best, if possible.
  - Take pictures from all angles.
  - If you do fine detail work, take some close-up shots to show your skill.

### **Creative services**

- If you provide a creative service - like writing, graphic design or website development - include **copies of examples** of your work.

### **Support services**

- If you provide a support service - like babysitting, music lessons or preparing meals for elderly people - include **testimonials** from your clients.

## **Other things to include**

Each time you work with someone new, ask that client to provide you with a **short quote** about the quality of your work or how great it was to work with you.

- Ask for permission to use your client's name with his or her quote since that will give you even more credibility, especially if you live in a small community and possible new clients know the people you've worked with.
- Type those quotes onto a page that you can update and include that in your sales pitch binder.

If you're lucky enough to get your local **newspaper** interested in writing a short story about you and your new business, make copies of the **article** and include that in your sales kit.

If you have any **certificates** or **recognition awards** related to your work – even a **letter from a teacher** who taught you your skill – include those in your sales pitch binder.