



CanineCareHub

Sniff and Tell Pitch

This is your one-liner that you are able to reel off when asked at the next social gathering/ networking event local to you.

The purpose is to help you get to your point and not ramble, being concise and delivering this with ease will stand you out from the crowd.

So what is a Sniff-and-Tell Pitch?

It is a quick introduction that lets them know your breed (profession), what treats (services) you bring to the pack (market), and the loyal tails (ultimate outcome) you are here to wag for.

There is a simple formula for you to follow ..

"As a (Profession), I specialise in (service) for (ideal client) resulting in (ultimate outcome)"

An example for a Vet Physio would be...

"As a Veterinary Physiotherapist, I specialise in providing rehabilitation and pain management services for injured or ageing animals, resulting in improved mobility, reduced discomfort, and enhanced overall quality of life for your furry companions."



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Sniff



and

Tell Pitch

Now it's your turn...

"As a

I specialise in

for

resulting in