

Shark Tank Game Plan

NAME:

GAME:

PMM: (I am a _____ Coach. I work with **<Insert Market>** who are struggling with **<Insert compelling problem>**. And I help them **<Insert Ultimate Result>**)

WINNING STRATEGY:

[Empty box for writing winning strategy]

CALENDARING YOUR STRATEGY:

[Empty box for calendaring strategy]

TARGET MARKET:

[Empty box for target market]

ULTIMATE RESULT:

YOUR WHY:

SAMPLE SCRIPT:

“Hi Sharks, I’m <Name>. And I’m <Insert Game>. The reason I’m so passionate about <Insert PMM> is <Insert your Why>. My winning strategy is <Insert winning strategy>.

How I plan to set myself up for success is <Insert calendaring your strategy>. So sharks, which one of you will join me in helping <Insert Niche> get <Insert Ultimate Result>?”