

30-Second Pitch - Audience, Accuracy, and Career Connection

NAME _____ DATE _____ PERIOD _____

Page 1 - Check the Audience and the Claim

Default: Complete *30 Seconds to Sell* in FYF pp. 241-243. This companion adds the individual audience, accuracy, career, and oral-route evidence. Locked Canvas images plus both pages support the no-workbook route.

SEE ONE

AUDIENCE	SUPPLIED FACT	AUDIENCE BENEFIT	SAFE CALL TO ACTION
busy students	fictional tutoring service offers 20-minute review sessions	review can fit between activities	Compare the two review-session options.

CHECK YOUR FYF PITCH

Fictional product or service:

Specific audience and situation:

One supplied fact or logical reason for the audience benefit:

One audience assumption I should not present as fact:

ACCURACY AND PRIVACY BOUNDARY

- ☐ The pitch is fictional classroom work; no sale, payment, link, QR code, contact, account, or personal data.
- ☐ The pitch does not invent urgency, scarcity, discounts, testimonials, popularity, health results, income, or guarantees.
- ☐ The benefit follows from a supplied fact or clearly labeled reasoning.
- ☐ The call to action is safe and specific.

Word bank: audience/audiencia · benefit/beneficio · evidence/evidencia · assumption/suposicion · accurate/exacto

Use this frame: The benefit fits [audience] because [fact or reason]. I should not assume [assumption].

Page 2 - Career Connection and No-Workbook Route

CAREER CONNECTION

Choose one: sales representative · sales manager · marketing specialist · copywriter

Career, work product, one preparation fact, and one second career that uses the same skill:

Day 2 oral route: live partner / small group / teacher conference / recorded audio-video / AAC

NO-WORKBOOK PITCH ROUTE

Complete this page only if you do not have a usable workbook page. If your FYF pitch is complete, keep Page 2 as an absence or catch-up route.

FOUR-PART PITCH

PITCH PART	NOTES
Hook	
What it is	
Audience benefit	
Call to action	

Full 4-6 sentence pitch:

Done when: FYF pitch or no-workbook route + audience/fact/assumption check + accuracy boundary + career/work-product/preparation/transfer evidence + selected oral route.