

# *Demo Pitch Template*

<i>The Problem</i>	<i>The Solution</i>	<i>The Demonstration</i>	<i>The Media Outlet</i>

***The Problem*** - list all the problems your clients have

***The Solution*** - list all the possible solutions you can provide

***The Demonstration*** - then list ways you could demonstrate this solution on television

***The Media Outlet*** - list the outlet (ie station) and the show this pitch would fit and then list the producer name & contact email & phone number