

Say It in 30 Seconds

Craft a Media Pitch That Opens Doors

For authors, keynote speakers, subject matter experts, hosts, podcasters, content creators, filmmakers, documentary creators, music artists, and songwriters



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Sat, Sept 12 • Zoom

0:30

If it takes longer than 30 seconds, it's no longer a pitch. It's a testimony. We honor the testimony, and it belongs on the program. **The pitch is what gets you on the program.**

"A truly wise person uses few words." Proverbs 17:27 (NLT)



Find your one

Jesus told one woman at the well who He was (John 4:26), and many in her town believed because of her testimony (John 4:39). You're not pitching everyone. You're pitching the one who can carry your work to many.



Serve first. Grow boldly.

A strong pitch does two things at once: it solves her problem, and it grows your work. Asking to expand isn't selfish. Growth is how you serve more people.



The DOORS™ pitch: Five letters. Five lines. That's the whole pitch. *(Then stop talking.)*

- D Define your one** (Who I serve) One woman or one buyer. Not everyone.
~~I serve everyone who needs hope.~~ → I serve moms in their 30s who are rebuilding their prayer life in 10-minute pockets.
- O Offer** (What I made) Show, book, film, talk, podcast, or channel. One sentence.
~~I have a ministry that encourages women in a lot of different ways.~~ → I host Pocket Prayer, a weekly 12-minute podcast.
- O Obstacle** (Her problem (why now)) The problem she already feels. Not your résumé.
~~God has been putting this on my heart for years.~~ → Younger women are finding faith in short clips, and few faith shows are making them yet.
- R Request** (The ask) A door she can open: a meeting, slot, booking, premiere, sponsorship, or "send me the deck."
~~I'd love to partner somehow.~~ → I'm asking for a guest swap in October: I come on your show, and you come on mine.
- S Solution** (What they get) The problem it solves for THEM.
~~It would be such a blessing to my ministry.~~ → You get new listeners who already love faith content, plus three ready-made clips to post.

The logic: her Obstacle → your Request → her Solution. If you're just starting out, ask for a first door. If you're seasoned, ask for placement.

Your 7 DOORS™ Pitch Tips

1. Say it in 30 seconds. Then stop talking.
2. Pitch the one who can say yes, not the viewer.
3. Start narrow. Find your one.
4. Open with who you serve, not your name or your calling.
5. Lead with her problem, not your résumé.
6. Ask for something she can say yes or no to.
7. Make line 5 about her, not you.

Quick fixes

- **No ask:** Name the door.
- **The ask is vague:** "Support my vision" isn't something she can say yes to.
- **Starts with "God put this on my heart...":** Save it for the program. Open with who you serve.
- **Ends with "I'd love to partner somehow":** Replace it with one specific yes.

My pitch

Before you write: her problem, in her words

My one project

Stakeholder #1

D • Define your one (Who I serve)

O • Offer (What I made)

O • Obstacle (Her problem (why now))

R • Request (The ask)

S • Solution (What they get)

Same project, new door

Keep lines 1–3. Rewrite only lines 4 and 5 for a second stakeholder.

Stakeholder #2

New line 4 (the ask)

New line 5 (what she gets)

My 7-day send plan

- ☐ **BY DAY 2** Say it out loud to one sister. A call, a voice memo, or a Zoom. Ask her: "What was my ask?"
- ☐ **BY DAY 5** Send it in one email to a real stakeholder. Five lines, 80 to 100 words. Subject line: your project plus your ask.
- ☐ **BY DAY 7** Put it where people will see it. Add lines 1 and 2 to your Instagram bio or the first line of your email signature.

"Write my answer plainly on tablets, so that a runner can carry the correct message to others." — **Habakkuk 2:2 (NLT)**

"Open your mouth wide, and I will fill it with good things." — **Psalms 81:10 (NLT)**

"You are not the hero who will save the audience; the audience is your hero." — **Nancy Duarte, presentation expert**

Build and time your pitch online:



sayyourpitchin30.netlify.app

It has a 30-second timer, real examples, and coaching tips. Your draft saves in your browser.

Go find your one this week. We're cheering for you.



Karon Smedley
Your instructor



Podcast: boardroomtoaltar.podbean.com · Apple Podcasts
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The DOORS™ pitch method and the Boardroom to Altar Pitch Toolkit were created by Karon Smedley, founder of i360 Consulting and Boardroom to Altar, for her media and consulting clients. She is sharing them with the Christian Women in Media Association (CWIMA) for its Media Mastery Academy. © 2026 Karon Smedley. All rights reserved.