

# The 5 Anchor Points Cheat Sheet

A simple way to speak off the cuff in any room, without memorizing a script.

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Most founders prepare for a pitch or a hard conversation by writing out exact lines and memorizing them. The problem is the moment someone asks an unexpected question, the script disappears, and so does your composure. Anchor points fix this. Instead of memorizing sentences, you memorize five reference points you can speak around in any order. Here they are.

## 1. The Real Problem

Name the actual problem your audience has, in plain language, not the polished pitch version.

*Example: "Founders sound rehearsed because they're reciting lines instead of speaking freely."*

## 2. The Cost Of Inaction

What happens if this problem stays unsolved. This is what makes people lean in.

*Example: "People can feel the rehearsal, and rehearsed founders don't get the yes."*

## 3. Your Proof Point

One concrete detail that shows you understand this from experience, not theory.

*Example: "I froze on an investor call when a question came in sideways. That's what built this method."*

## 4. The Shift

The one-sentence reframe that explains what changes once the problem is solved.

*Example: "This isn't about being more confident, it's about changing how you prepare to speak."*

## 5. The Next Step

A single, low-friction action you want the listener to take.

*Example: "Book a free diagnostic call, no pitch, just a read on where your words desert you."*

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How to use this: write one line for each anchor point before your next pitch, call, or presentation. Do not write full sentences to memorize. In the room, you speak around these five points in whatever order the conversation calls for. That is what makes it sound like you, not a script.