



Linda J Lord

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The Pitch

Interview Q & A

The title of your book is *The Pitch* what does the title mean?

The pitch is where the game of soccer is played; the pitch is the field. What Liz learns from there, she is able to apply on her playing field – her business. Also, in business, the ‘pitch’ is what gets people to buy, so it is a play on words in a couple of ways.

The Pitch draws on my experience as a soccer mom. Strategies used to be successful in soccer and very similar to strategies used to be successful in business. Such strategies include: getting in touch with who and what matters to you most, because until you do that, you are just going through the motions, and maybe building the wrong empire; having a plan that provides a structure to follow during strong economies and soft ones; taking to time to evaluate the choices you make and whether or not they are based on sound business information or just expediency.

At what age did you discover writing and when were you first published? Tell us your call story?

I have always been writing something. Most of the time I write for stage. I wrote a self-help book titled, 31 Days Toward Maximum Living, back in 2001, but I never really promoted it.

Tell us about where “*The Pitch*” is available.

In *The Pitch*, a business fable written by author and performer Linda J. Lord, we follow the powerful story of Liz, a struggling single mother whose business is in steady decline. To turn her business around, Liz relates the concepts learned at her son’s soccer practices, but how will she balance her effort to save her business with trying to save her relationship with her son?

Linda captures our imagination with the fictional story of Liz and Justin and then adds the power of direction and possibility by coupling fiction with sound business coaching. She paints a picture of possibility for other struggling business owners. Linda creates a place for business owners to consider their strategies and reflect on ways to improve their companies. There is no better time for this book than now, when so many business owners are struggling find meaning and direction. This fable fuses a compelling story with realistic struggles and a series of instructions for improvement. The Pitch is available on Linda’s website, Amazon and on the iuniverse website.

So let’s help some struggling women business owners get started here. What is the first thing you need to do to grow your business?

Make sure that you want to own a business and that it’s not simply a career option; then ensure that you will be working with your strengths (talents, and gifts) most of the time. You can create the business to serve you and the needs of your life; you don’t



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serve the business. Being strategic from the beginning enables you to make a living and still have the time and energy to have a life.

Describe your writing in three words.

Practical, entertaining and applicable.

Why did you write this book?

I wrote the Pitch because stories help us to understand our experiences and to imagine how we might handle the presented situation. Liz's story is not uncommon. Many business owners start businesses without a plan and without much preparation; then hit a wall in terms of growth or even struggle to survive. I wanted to present the material in a non-threatening way so business owners would be receptive to it. I had people comment that they had started to implement the same things Liz did as they were reading the book. That may have never happened if I had simply written a 'how to' book because there wouldn't have been the connection between Liz and the reader.

Who is your intended audience?

My first audience is the female business owner who is juggling work life and home life. My second audience is the male business owner who is juggling work life and home life. Both genders can relate to the challenges of making a living and having a life.

How does this book benefit the reader?

The book provides a succinct blueprint for struggling business owners that saves them research time, makes reliable recommendations on what to do, and serves to encourage and motivate.