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SAY IT IN 30 SECONDS • HOST TEAM GUIDE

Timeline and chat messages

Saturday, September 12 • Live on Zoom at 10:00 AM • Karon Smedley, invited speaker

Thank you for hosting. You know Zoom well, so this is only what's specific to this masterclass: the timeline and six chat messages, ready to copy and paste. Let's review them together at 9:30 AM, 30 minutes before we go live.



At a glance

- **Pitch Builder:** sayyourpitchin30.netlify.app. Attendees scan the QR code on slide 1 or use the link in Message 1.
- **Handout:** attach the Zoom Handout PDF to Message 1.
- **Volunteers:** three attendees pitch live near the end. Each names who she's pitching, and Karon plays that person. The prize: a 30-minute pitch session with Karon, plus a chance to be featured on Boardroom to Altar or IBTV.
- **Guess-first slides:** on slides 10, 14, 17, 18, and 21, Karon asks the room to answer in the chat before she reveals it.
- **Q&A:** the last 30 minutes, 11:00 to 11:30.



Timeline

Time	Segment (slides)	Chat
10:00	Welcome and opening (1-6)	Message 1
10:05	Learn it (7-18)	Save any questions for Q&A
10:25	Build it: 12 minutes of writing (19-20)	Message 2
10:37	Two doors, new door (21-22)	
10:42	Practice it: 3 volunteers (23-24)	Message 3. Send Karon the volunteers' names.
10:55	Recap, send plan, prayer (25-28)	Message 4 at about 10:57
11:00	Q&A (29)	Message 5
11:28	Close (30)	Message 6. End at 11:30.



The six chat messages (copy and paste)

MESSAGE 1 • 10:00, as the room opens • attach the handout PDF

Welcome, sisters! We're so glad you're here.

Open your Pitch Builder now. You'll use it the whole masterclass: sayyourpitchin30.netlify.app

The printable handout is attached here. Questions? Drop them in the chat anytime.

MESSAGE 2 • 10:25, when writing starts

Time to build! Open the Build section: sayyourpitchin30.netlify.app/#build

1) Pick one project that's ready this month. 2) Write your 5 DOORS™ lines. 3) Time it out loud: under 30 seconds. 4) Click "Copy pitch" so you don't lose it.

Stuck on line 1? Try: "I serve the woman I used to be."

MESSAGE 3 • 10:42, before volunteers

Who's ready to pitch? Karon is taking 3 brave volunteers. Tell her who you're pitching (a programmer, booker, publisher, sponsor, or curator) and she'll play that stakeholder. One pitch wins a 30-minute pitch session with Karon, plus a chance to be featured on Boardroom to Altar or IBTV. Type ME to volunteer!

Everyone else: after each pitch, type "Her ask was ____."

MESSAGE 4 • About 10:57, before the prayer

Type your line 1 (who you serve) right here. We're about to pray over every one.

MESSAGE 5 • 11:00, Q&A opens

Q&A is open! Type your question here, and we'll read them in order.

MESSAGE 6 • 11:28, the close

Thank you for coming! Keep growing:

Pitch Builder: sayyourpitchin30.netlify.app • Podcast: boardroomtoaltar.podbean.com • Apple Podcasts: search "Boardroom to Altar" • IBTV Faith Network: ibtv.org and YouTube [@ibtvfaithnetwork](https://www.youtube.com/@ibtvfaithnetwork)

Your 7-day send plan: say it to one sister by day 2, email one stakeholder by day 5, update your bio by day 7. Reply "sent" when you do!

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.