The Chief of Staff Pitch Kit

Ask for the title. Land the role.

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Scripts, templates and the words to use when they say “not yet.”

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START HERE

You've done the work. Now say it like you did.

If you already run the meetings, chase the follow-ups and fix what breaks, you're doing Chief of Staff work. The title won't show up on its own. Somebody has to ask for it, and it should be you.

Most people walk into that conversation with a list of how hard they work. Founders say yes to evidence and a plan. This kit gives you both, plus the exact words.

How to use this kit

- Fill in the proof sheet before you use any script.
- Say every script out loud twice before the real conversation.
- Change the words until they sound like you. Keep the order.

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01

Your proof sheet

Founders say yes to evidence. Fill this in before any conversation about the title.

THREE OUTCOMES

I built _____, which _____.

I fixed _____, and now _____.

I grew _____ from _____ to _____.

WHAT I ALREADY OWN THAT ISN'T IN MY JOB DESCRIPTION

THE NEXT THING I'D TAKE OFF THE FOUNDER'S PLATE

- Put a number on every line. Time saved, money made, people hired, problems that stopped.
- Use your words, not your job description's.
- If you can't find a number, write what stopped happening because of you.

02

Script 1. Ask your founder for the title

Use this when you already work next to a founder or CEO and the job has outgrown your title.

1. **Set the meeting.**
   "Can I get 30 minutes this week to talk about my role and where I can take more off your plate?"

2. **Open with the business.**
   "Over the last [time], I've been [what you've owned]. Here's what changed. [Your three outcomes]."

3. **Name the gap.**
   "Right now [the thing] still runs through you. I want to own it."

4. **Make the ask.**
   "I'm asking to step into the Chief of Staff role, with the title and the scope to match. Here's what I'd own in the first 90 days."

5. **Leave the door open.**
   "Can we come back to this in two weeks, once you've had time to think it through?"

BEFORE YOU WALK IN

- Ask one-on-one, never in a group meeting.
- Bring your 90-day plan on one page.
- After you make the ask, stop talking. Let them answer.

03

Your one-page 90-day plan

One page, four parts. It shows the founder you already did the thinking.

1 **What I own today.**

The work you already carry, in plain words.

2 **What I'll take off your plate in 90 days.**

Two or three things, no more.

3 **How we'll know it's working.**

Three numbers you'll report every week.

4 **What I need from you.**

The decisions you can make without asking, and one standing weekly meeting.

If it runs past one page, cut until it doesn't.

04

Script 2. Pitch a founder who needs one

Short, specific and about them. Send it to a founder whose business is growing faster than their systems.

THE EMAIL

SUBJECT

Taking [the specific thing] off your plate

Hi [Name],

I've been watching [company] grow, [a new location, a big hire, a launch]. That kind of growth usually means everything still runs through you.

I'm a Chief of Staff. I take the weight off founders by building the people, rhythms and systems underneath them. At [past role], I [one outcome with a number].

Open to 20 minutes next week? I'll bring the three things I'd fix first.

[Your name]

THE LINKEDIN VERSION

Hi [Name], congrats on [the growth moment]. I help founders take [the specific thing] off their plate. At [past role] I [one outcome with a number]. Worth 20 minutes next week? I'll bring three ideas.

THE FOLLOW-UP, FIVE DAYS LATER

Hi [Name], bumping this up. Here's one of the three ideas now, no strings. [One specific fix]. Happy to walk you through the other two.

05

Script 3. Ask for an introduction

Founders hire people they trust, and they trust people they've heard about. Send this to investors, operators, former bosses and other founders.

THE NOTE

Hi [name], I'm looking for a Chief of Staff seat with a founder whose business is growing faster than its systems. I'm the person who [your one-line proof]. Do you know one founder who could use that? I can send a short blurb you can forward.

THE BLURB THEY CAN FORWARD

[Your name] has spent [years] running [what you run] for [type of company]. [One outcome with a number]. If you're a founder who's still in every decision, [first name] is worth 20 minutes.

MAKE IT EASY TO SAY YES

Ask for one name, not a list. People say yes to small asks they can finish in a minute.

06

When they say “not yet”

A “not yet” usually isn’t a no. It’s the founder telling you what still needs to be solved.

IF THEY SAY	YOU SAY
“We can’t afford it right now.”	**“Understood. Can we agree on the scope now and come back to pay at [date or milestone]? I want the title to match the work I’m already doing.”**
“You’re doing great where you are.”	**“Thank you. I want to keep doing it, with a title that tells the team I own it.”**
“What would actually change?”	**“Here’s my 90-day plan. These are the three things that come off your plate.”**
“I’m not sure we need a Chief of Staff.”	**“Fair question. Here’s what still runs through you every week. That’s the job.”**
“Let me think about it.”	**“Of course. Can we put 20 minutes on the calendar two weeks from today?”**

Before you leave the room, get a date for the next conversation.

07

What not to say

> **“I’m a hard worker.”** Everyone says it. Show the work instead.

> **“I can do anything.”** Founders hire for one problem first. Name it.

> **“I just want a promotion.”** Make it about what the business gets, not what you get.

> **“I deserve this.”** Maybe you do. Show why the business needs it.

08

Before you hit send

- [ ] Every line on your proof sheet has a number or a result.
- [ ] Your 90-day plan fits on one page.
- [ ] You’ve said the script out loud twice.
- [ ] You know the first thing you’ll take off their plate.
- [ ] You have a follow-up date ready to suggest.

ONE MORE THING

Want feedback on your pitch?

The kit helps you make the ask. The community is where you practice it.

Join the waitlist and bring your pitch to the monthly open call, or see who's hiring this week.

Join the waitlist shaleaofficial.com/community

ALSO FREE

New to the job hunt? Get the free guide, How Chiefs of Staff Get Hired in 2027.
shaleaofficial.com/hiring-guide

ABOUT

Built by someone who's sat across the table.

This kit comes from Shalea Brown, Chief of Staff for founders of growing service brands. I've been the person founders trusted to close candidates, so I know what a yes sounds like from their side of the table.

You've done the work. Now say it like you did.

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