



# B&T TV: DARREN WOOLLEY REVEALS ALL (TO CHRIS TAYLOR) ON BEING A PITCH DOCTOR!



Edited by  
B&T MAGAZINE

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WITH MILLIONS OF DOLLARS AT STAKE, PITCH DOCTORS (THE COLLOQUIAL TERM FOR PITCH CONSULTANTS) WIELD A LOT OF POWER WITHIN THEIR CAREFULLY-MANICURED HANDS. SO, JUST HOW DO THEY DECIDE HOW TO ADVISE CLIENTS ON WHICH AGENCIES TO CHOOSE?

In B&T TV's latest interview, founder & global CEO at Trinity P3 Global Marketing Management, Darren Woolley talks to B&T's Imposter-In-Chief Chris Taylor about how he makes how he decides which agencies to matchmake his clients with.

Spoiler alert: it doesn't work like Tinder!

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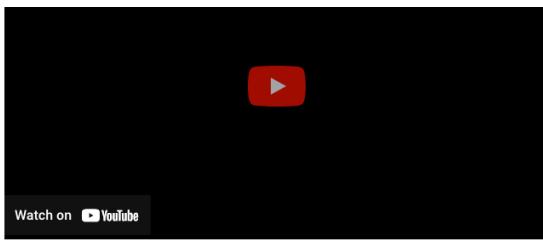
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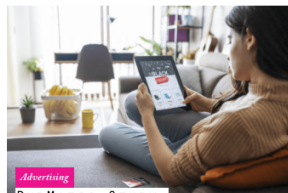
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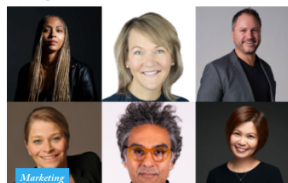
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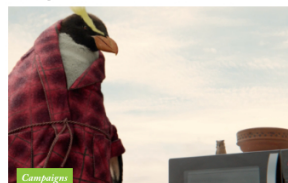
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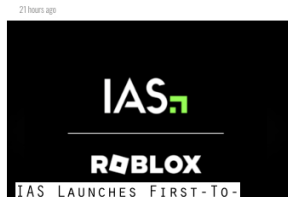
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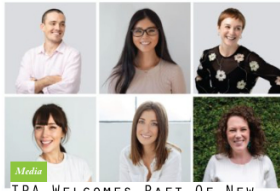
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