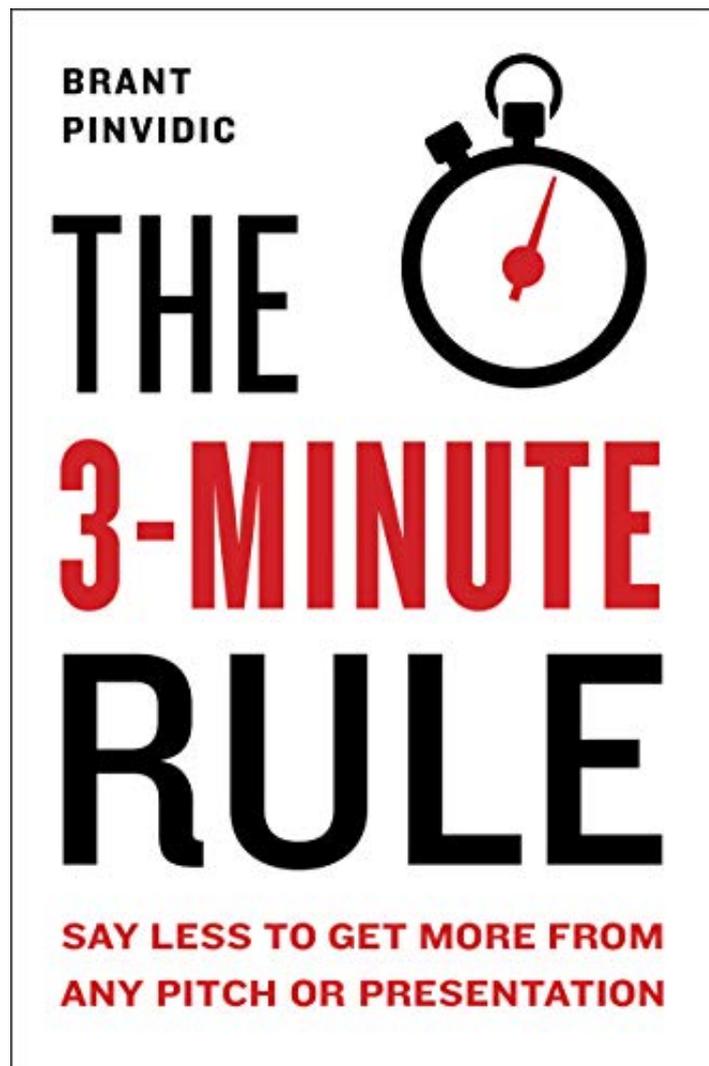


The 3-Minute Rule: Say Less to Get More from Any Pitch or Presentation

by

Brant Pinvidic



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Synopsis

Want to deliver a pitch or presentation that grabs your audience's ever-shrinking attention span? Ditch the colorful slides and catchy language. And follow one simple rule: Convey only what needs to be said, clearly and concisely, in three minutes or less. That's the 3-Minute Rule. Hollywood producer and pitch master Brant Pinvidic has sold more than three hundred TV shows and movies, run a TV network, and helmed one of the largest production companies in the world with smash hits like *The Biggest Loser* and *Bar Rescue*. In his nearly twenty years of experience, he's developed a simple, straightforward system that's helped hundreds—from Fortune 100 CEOs to PTA presidents—use top-level Hollywood storytelling techniques to simplify their messages and say less to get more. Pinvidic proves that anyone can deliver a great pitch, for any idea, in any situation, so your audience not only remembers your message but can pass it on to their friends and colleagues. You'll see how his methods work in a wide range of situations—from presenting investment opportunities in a biotech startup to pitching sponsorship deals for major sports stadiums, and more. Now it's your turn. The 3-Minute Rule will equip you with an easy, foolproof method to boil down any idea to its essential elements and structure it for maximum impact. Simplify. Say less. Get More.

What people say about this book

Stu, "Who should/shouldn't get this book.... If you're wondering whether to buy this book, then read this full review because I'm going to explain who should and shouldn't get "The 3-Minute Rule"... and... why this could be the best book you read all year. So I had Brant Pinvidic on my podcast and I was planning on grilling the guy and poking a bunch of holes in his "3-minute theory." After all... I've been researching marketing for the last 7 years, and I'm a huge fan of direct response marketing and the greats like Gary Halbert, John Carlton and more. And they always say the same thing... "The more you tell, the more you sell." And Brant was telling me how you just can't do the "Big promise... then prove it" model anymore. He said it's a turn-off and it just isn't effective. Instead, you need to be upfront and more direct with people. And this is what his "WHAC" model is: What I got (a straight-forward overview of what you are offering) How it works (the basics of what it does and how it works) Are you sure... (offer proof and testimonials to show it actually works) Can you do it... (is it realistic for the person to do it too) But I still wasn't convinced... so I prodded Brant even more... and that's when he made the critical distinction (and why this book IS so helpful)... The distinction is WHERE/WHEN you are in a relationship with your customer. Here's what I mean: When you're trying to get your message out to a cold audience... who you don't know and haven't had any bonding or history with... then you must be concise and use this model... BUT... Once a person "opts in" for more information... That's when you can give them all the juicy details and the long-form copy. This is the 2nd phase... and most people START here - which is a mistake. You must create this successful communication in Phase 1. When you do, you will move the customer to phase 2 in a way that positions them to want to buy from you or connect with you deeper. So here's the point: If you are in sales, marketing, business... or you pitch things... or you want to improve your communication skills... Then this book is a game-changer and will allow you to clarify your message so you can capture people's attention and move into the 2nd phase with them. On the other hand, if you have no desire to communicate with people... or you are simply the type of person who just wants to go to work and collect a paycheck (there's nothing wrong with that by the way)... then I wouldn't recommend this book for you. P.S. - I immediately applied Brant's method to my website landing page... and my opt-in rate went from 12% to 25%. That's a HUGE change and it happened with just a few tweaks!"

Inspire Nation, "An Absolute Must-Read!. Everything in life is a pitch...we want to be heard, understood, and to make our words matter. And time matters today. We don't listen anymore, and it's harder to be heard than ever. That's why this book and Brant's wisdom are so important. Not only will you learn how to pitch like the best...and in no time flat, but your chances for success are dramatically increased - and this isn't just about business or Hollywood (though his stories and success are phenomenal). This is about applying for jobs, contract negotiations, or more importantly, communication and negotiation in the house. I've had on over 1000 guests

on my show, the Inspire Nation Show. And this is one of my most treasured books. It helps me write more concisely, ask for what I want with greater ease and efficiency, and not only listen better, but help get me get my words heard. It's the alchemy you're looking for, if you ever need to make a pitch. I can't recommend it enough, and if there were 10 stars, I'd give it that!!! Oh yeah, I keep a copy right by my desk...so I can use it again and again, at a moment's notice!!!"

Kelvin Johnson, "Positive Reviews on my pitch the week after implementation. I'm going to write this 5 star review from the perspective of the three individuals I pitched to shortly after implementing the 3-minute rule framework. 1. From an angel investor colleague of mine, "I like the pitch A LOT. I have some feedback but it's really a small polish. That's honestly one of the easiest to understand pitches I've heard in a long time." 2. From my best friend who's usually VERY critical of all of my ideas, "Solid pitch, it was very succinct." 3. From my girlfriend, "Wow this makes so much more sense now!" I strongly believe as a presenter we need to earn the respect of the audience in order for them to have a desire to ask clarifying questions. I'm excited to utilize this framework for the rest of my life. Thank you Brant!"

50Bubbles, "Read it, Do It - You'll Get More Than Just a "Pitch". I tend to be long winded because I'm excited about my products and what I can do for my clients. The problem is that you have to generate enthusiasm and understanding first before you jump into the stuff you want to talk about. This book does way more than help you develop a sales pitch. It forces you to actually think about your products and services in ways you never take the time to do. This is well worth reading 4-5 times, absorbing and implementing. This is not a book - it's an exercise that you should take seriously and if you do, it will pay off in spades."

James Gadd, "This book is exactly what you're looking for to help make you better at your job.. This is the book for you and you don't even know it! Everyday we have ideas that we need to convey to our peers and potential new business partners. We need to give the most amount of information in a little time. This book helps you refine that in to a manageable piece of information you can deliver to get you and your project to the next stage. Whether it's a business idea, product, or a movie/tv idea... or even just who you are as a person to a new individual you're meeting, this books helps get you what you need to get that information across. Brant is really the ideal person to write this book as his ability to pitch and speak to people is admired. As a reader of this book I can say, "Get this book!"

JOHN A WEHAGE, "If you read one book.... In our current world where being noisy is how people convey information, Brant Pinvidic's insight into how to concisely pitch your ideas is essential and meaningful. Pinvidic cuts through the noise and simplifies the process. He breaks down his successful Hollywood experience of pitching tv concepts in a way that is easy-to-digest and easy-to-replicate for anyone in any industry. Trust that this book will effect the way you think

about how you convey information in every aspect of your relationships; business and personal. If you read just one book to improve the way you communicate, I truly believe that this one will make a difference in the way you think about pitching (and remember, every time you speak... you are making a pitch).”

Pedro Lopez, “Excellent. Great book, informative and entertaining. Packed with many good tips for your pitch or presentation. The examples are quite interesting as well. Would recommend.”

Francesco T., “Eccellente. Quando tutti urlano, si distingue chi sussurra. La stessa cosa sui pitch per gli show in TV di cui racconta l’autore. Ottimo per chi fa vendite, scrive pezzi pubblicitari e di marketing. Ultra raccomandato.”

Julian Mather, “Highlight and reread. It's worth it!. Short-form storytelling is an essential skill for businesses of all sizes. I consult teach coach and speak on short-form video storytelling so I'm always after new thinking and better ways of imparting the process to others. I first heard of this book on The Inside Influence podcast with Julie Masters interviewing author Brant Pinvidic. Honestly, it was a no-brainer after listening. What I love about this process is you get a process. A methodology. It seems so simple then gets a little overwhelming with all the layers of nuance. It requires a reread. It's then that I got it. It is simple. It will take practise of course. What I really appreciated were the many many case studies that illustrated the methodology at hand. It made it all real. I get frustrated with academic books. This is not one of those. Really recommend this to anyone wanting to communicate with clarity. The applications go way beyond just delivering a pitch.”

padmashri, “Must read. Awesome book”

Amir Noori Shirazi, “Nice explanation. What I learned in this book was very effective. I tried to follow its structure and I received positive feedback in my rehearsals.”

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