# 4 Minute Pitch Framework
## = 520-550 Words/36 (*short!*) Sentences

Best 3 Minutes

**This is a fillable pdf – You can write yoru script or outline in the gray blocks below, and save it.**



**DAVID SAYS...**

*"Choose where you will put the emphasis. How many sentences do you need to tell about the Pain? Can you share What's Unique about the product in a couple of sentences, or does it take a bit longer? Is the Introduction a simple, 'This is who we are, this is what we do?' or will you immediately dive into the Pain? And do you have a story about your personal motivation? Remember that the order of the pitch below is a suggestion – you can change it if you wish – and always bear in mind that you need to hook them on the value of what you do, not just tell about the product."*

**Introduction:**

THE PAIN



THE PRODUCT



WHAT'S UNIQUE



THE PROOF



THE TEAM



WHY YOU?



THE ASK



**Closing:**


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