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The 3 minute rule book pdf

July 19, 2020 1 min read Opinions expressed by Entrepreneur contributors are their own.

Brant Pinivdic, producer, director, and author of The Three Minute Rule, shares his thoughts on the best approach to deliver a clear and concise pitch that leads your audience to your desired conclusion. Pinivdic and The Playbook host David Melzer discuss the art of storytelling and how asking the right questions will lead to the proper solutions. The pair chat about topics such as why a good idea does not always mean there is a good opportunity, the difference between social media popularity and actual influence, and how assumed impending proficiency can cause you to fall short of your goals. Related: The Tennis Champion Who Serves Others More from Entrepreneur

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The ones that were not so great were not because the product or company wasn't something I was interested in, but because the presenter either went on too long or their message was lost at some point during the presentation. I have also given presentations that I thought had gone well and later found that something was not as clear as I had thought. The 3-Minute Rule: Say Less To Get More from Any Pitch Or Presentation written by Brant Pinivdic is a book I recently read that offered the perfect solution to the issues I mentioned above. I wanted to share with you a little information about this book. While working in the entertainment industry, Brant Pinivdic discovered that he could be more effective by shortening his presentations and focusing on what needed to be said, rather than what he wanted to say. He decided to share what he learned while perfecting his process and this book outlines his strategy to deliver a clear, concise, and effective pitch or presentation. Pinivdic discusses his journey to discovering the 3-minute rule and describes the four-step process that he uses when he begins work on a new pitch or presentation to ensure he keeps to that rule. This process includes asking four important questions: What is it? How does it work? Are you sure? Can you do it? The book refers to this process as WHAC, and by asking these questions, you can quickly narrow down the most important aspects of your business and start to organize your information. The author guides you through each step of his process and encourages you create your own pitch or presentation as you follow along in the book. There are also great examples using Pinivdic's experience in the television industry. I guarantee there is at least one show he pitched or story he told that will be familiar to you. The great thing about this, is that even though the author is in the entertainment industry, you can see how easily you can use this process for any presentation. The book also gives advice on how to improve your PowerPoint presentation using the same process. How many times have you been in a presentation and you are distracted by the PowerPoint because you are trying to read the text on the slides, read the handout or you are looking at the visuals? The presenter has lost your attention and you may have lost interest. Pinivdic shows you how to simplify and keep your audience engaged. I am always excited to learn something new and find tools that will help me streamline processes and organize my business life. I know that it will take time and practice for me to be able to do what the author in this book does so well (just like some of the examples, trial and error) and perfect my 3 minutes for my next presentation. I am looking forward to implementing all of the new techniques I learned from this book and I hope you will read it as well. Thank you to my friend, Joe, for recommendation and if you would like to learn more about this book and how to purchase it, please go to Brant Pinivdic is an award-winning film director, veteran television producer and an accomplished public speaker, C-level corporate consultant, and the founder and CEO of Invelop Entertainment. During his more than 15 years career as a television and film producer, Brant has created, developed, sold and produced more than 300 television projects including smash hits like The Biggest Loser, Bar Rescue, Master Chef, and Extreme Makeover: Weight Loss Edition. He has been named to The Hollywood Reporter's 30 most powerful reality players five times. And interesting fact... He has had breakfast with Rockstar Bon Jovi, he owns a 1969 GTO Judge convertible, cherry red with pristine white interior, and his favorite movie is Braveheart Listen to the Interview: Show Notes The 3-Minute Rule: Say Less To Get More from Any Pitch or Presentation by Brant Pinivdic. How to Win Friends & Influence People by Dale Carnegie Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal by Oren Klaff Flip the Script: Getting People to Think Your Idea Is Their Idea by Oren Klaff Captivate: The Science of Succeeding with People by Vanessa Van Edwards Brant Pinivdic's Twitter Brant Pinivdic's LinkedIn P.S. - If you enjoy the show, please rate it on iTunes, Google Play Music or Stitcher and write a brief (one sentence) review. Reviews help more people like you to discover the show! Don't know how to leave an iTunes review? It's easy - click here for simple instructions. Do you struggle to pitch yourself? Your ideas? Learning the art of the perfect pitch is essential to making sure you and your ideas will be taken seriously. I was lucky enough to sit down with Brant Pinivdic — an award winning film director, television producer, presentation coach, speaker, best-selling author, and columnist. He has worked on more than 300 projects in the film and entertainment industry, including smash hits like The Biggest Loser, Master Chef, Extreme Makeover: Weight Loss Edition. He also created the "Why I'm Not" podcast. He has put his method to success into his new book "The 3-Minute Rule," which is what he came to talk to me about today. Brant has created the perfect system for making a 3 minute pitch for just about anything! He details it in his new book, "The 3-Minute Rule." He shows us how we can use his system and even uses Science of People as an example! How does someone create a perfect pitch system? Brant's inspiration for the 3-minute rule actually came from years of making successful pitches around Hollywood. Brant remembers sitting in a room, and meeting was sandwiched between Brian Koppelman and Scott Rudin. He remembers wondering why anyone would want to hear him talk compared to these industry giants. He remembers thinking, "I am going to get his idea, and I am going to come out as fast as I can!" But he didn't realize that he actually worked really well. Brant developed his pitching strategy and he says that the successful pitch would be no longer than 3 minutes. He started to think that he was going to go to every detail in their pitch — and that was not what he needed. His key is keeping it to less than 3 minutes. He started getting more calls for pitches and his ideas were met with much more consideration. People started to call him "The Best Pitcher in the Hollywood." Table of Contents: Tell Me About Your Worst Pitch Brant tells us that there is a lot of value in failure, because there is so much to learn when things go wrong. He shared with us one of his most difficult pitches, which was also at CBS, to someone who was legendary difficult to pitch to. Brant was pitching a gambling-themed game show. Brant had a routine mapped out in his head to explain the idea of the game show through an action-packed example, which didn't end up going according to plan. This inspired Brant to simplify his entire approach to pitches. He didn't want to leave his pitch dependent on numerous factors ever again, and instead scaled back his pitching strategy to only focus on the simplest way possible of explaining an idea. This put Brant on the path toward creating the 3-Minute Rule. 1 Table of Contents | The Way We Impress People is to Let Them Impress Us One of the key insights that Brant had into developing his pitching strategy was that people rarely want to talk about themselves. One of the most important things we can let people do is to listen to what they have to say. The more we actually say to people, the more they might be able to tell that we are selling them an idealistic version of our idea, rather than just letting the essence of the idea speak for itself. It actually comes across as more impressive to say less and to let them consider the idea on its own merit. 1 Table of Contents | The WHAC Method Now that we have seen Brant's journey toward forming his strategy for the perfect pitch, let's take a look at the rule itself! The 3-Minute Rule is based on the WHAC Method: The WHAC method is a key component of the Three Minute Rule, and essentially forms the outline and the key structure of a great pitch. The WHAC method is about organizing your information so that your audience processes it in the right order and receives all the information you want them to have to make their decision. The order in which you give the information is absolutely essential. The book goes into details, but here are the basics: What is it? What do you do/off? Quickly tell someone what it is that you do, or what it is that you are offering. How does it work? Explain how your idea works. Give a rundown on exactly how your idea will function so that they understand exactly what you are trying to pitch to themAre you sure? After you've explained your idea, give them reasons to back up what you said, and reasons why they should believe your claims. Explain why what you do is/will be effective. If there is research to back it up, you can mention it here. They already know what it is you do and how it works; now you convince them why they should believe you. Can you do it? This is all about whether your idea will actually be practical to put into action. This is where you use your past knowledge, your available resources and skills, and financial feasibility to prove that you can do this. You need to prove that your pitch is realistic and attainable. This is essentially the logistics phase of the pitch. 1 Table of Contents | Conceptualize, Contextualize, Actualize The WHAC method is based on the real way that we think and make decisions. We first conceptualize by understanding what the concept is, which is why you explain what you are offering first. Then, we contextualize this information to what it actually means to us and how it will potentially benefit us. Finally, we actualize, which is where we decide how we will add this to our lives. The WHAC method walks the pitch recipient through these steps in order for them to effectively make their decision. The statements that are made need to prove why your ideas are so valuable to that person, and this can only be done if they are first aware of what your idea actually is. 1 Table of Contents | Three Minute Decision By following the WHAC Method, you will essentially extend a person's decision making process to about three minutes (hence the rule), because every piece of information you are giving them logically flows with their actual decision making process, and each new bit of information helps make a decision. 1 Table of Contents | Ending a Pitch Here's the best ending to your pitch — say nothing! The ending is surprisingly not helpful to your pitch. You've covered everything you need to cover in the WHAC method. The relevant details are there, so just leave them with what they need. This is a pitch, not a conversation. A corny ending reminds people that they are being sold. They don't need that reminder; you've told them what they need to hear, so just leave it at that. Want to see WHAC in action? Watch the video above to see how Brant breaks down Vanessa's pitch! You might also like: the 3 minute rule book pdf

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