

# **THE 3-MINUTE RULE**

## **Say Less to Get More From Any Pitch or Presentation**

**BRANT PINVIDIC**

**BRANT PINVIDIC** has more than twenty years of experience producing, creating, and directing more than 300 television projects and a dozen films, including *The Biggest Loser*, *Extreme Makeover*, *MasterChef* and *Why I'm Not on Facebook*. These media projects have grossed nearly a billion dollars in revenue. He is the founder of INvelop Entertainment, his own business consulting company. Brant Pinvidic previously worked as president of 3 Ball Entertainment, as head of programming for Discovery Communications, and as a producer for New Wave Entertainment. He is also a top-rated podcast host, and a columnist for *Forbes*.

The website for this book is at: [www.3minuterule.com](http://www.3minuterule.com).

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**MAIN IDEA**

Every time you make a presentation or try and influence someone, their minds will pretty much always be made up in the first three minutes or sooner. This is not your fault – it's just the way people are hardwired, and today attention spans have become shorter than ever before.

Therefore, whenever you attempt to influence someone, apply the "3-Minute Rule":



**USE THE FIRST 3 MINUTES TO CONVEY EVERYTHING OF VALUE ABOUT YOUR IDEA. CREATE ENGAGEMENT IN THE FIRST 3 MINUTES OR DIE.**

Applying the 3-Minute Rule is a two-step process:



| Step #1   | Step #2  |
|---|--|
| <b>SIMPLIFY AND IDENTIFY YOUR MOST IMPORTANT ELEMENTS</b> | <b>DELIVER YOUR PITCH USING THE 3-STAGE FORMAT</b> |

Hollywood uses a number of techniques which apply the 3-Minute Rule to perfection. Follow their lead to transform your pitch into something which is highly engaging. You should also use Hollywood-inspired techniques to deliver information in digestible pieces, to lead your audience to draw the right conclusions, and to make that three minutes engaging and persuasive. Earn the right to go further by saying less and delivering more.

*"Audiences today simply want information. They want it quick, clear, and concise. They must conceptualize your idea, contextualize how it will benefit them, and then actualize it with potential engagement or further interest. You have about three minutes. And so do I."*

– Brant Pinvidic



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**1. WHY JUST 3 MINUTES?** . . . . . Page 2

You're far better off giving a 3-minute presentation and then getting people to start asking questions than you ever will be making people sit through a dry 20-minute reading of your handouts. Present-and-engage, not present-and-bore-them-to-tears.

**2. HOW TO PUT TOGETHER A GREAT 3-MINUTE PRESENTATION.** . . . . . Pages 3 - 6

Developing a 3-minute version of your presentation is a two step process:

**Step #1**

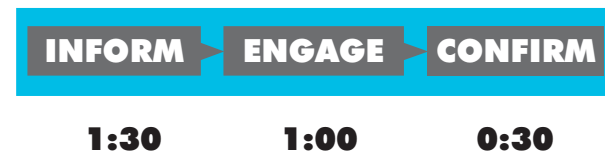
**SIMPLIFY AND IDENTIFY YOUR MOST IMPORTANT ELEMENTS**



- 1 WRITE BULLETS**
- 2 WHAC YOUR INFORMATION**
- 3 DEVELOP STATEMENTS OF VALUE**
- 4 DO THE "I DON'T GET IT" DRILL**

**Step #2**

**DELIVER YOUR PITCH USING THE 3-STAGE FORMAT**



**3. ADD IN THE CLINCHERS** . . . . . Pages 6 - 8

Once you have your 3-minute pitch, take some time to add in the finishing touches:



- 1 ADD AN ENGAGING HOOK**
- 2 FIGURE OUT WHAT YOUR EDGE IS**
- 3 USE YOUR NEGATIVES IN ADVANCE**
- 4 KNOW HOW TO OPEN AND CLOSE**