

The 3H Pitch Process

You have an awesome vision or product but you struggle to find the words to explain it! So your dream dies. The 3H Pitch Process empowers visionaries like you, to articulate your great ideas and get investment for them!

- You'll be **63% more credible to investors.... 63%!!!**
- You'll increase pitch success rate by **35%.... 35%!!!**
- You'll increase perceived business worth **20%.... 20%!!!**

So what are you waiting for?

Intro

<h2>Soft</h2> <p>Connection and empathy</p> <p>Consider: introduction of names/roles, storytelling, a moment of gratitude</p>	VS	<h2>Strong</h2> <p>Tension and attention</p> <p>Surprising market fact, data point or ask provocative question</p>
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The Hook

Bring them in: Why should they care or be interested? 'WIIFM' - *What's In It For Me?* Whats the competitive advantage? **Spill the secret sauce!**



Pro Tip:
Create **emotion** here by use of relevance and adjective wording

The 3H Process

The Hope

Share the reality: This is where we are at/achieved so far... AND this is where we want to go. The now and **the inspired future!**



Pro Tip:
Build **credibility** here with data points and realistic projections to support idea

The Help

The Ask: This is what we are needing from you and why? *Time, money, network, support, etc:* **Be specific and make it clear.**



Pro Tip:
Focus on **Logic** here to make request seem unquestionable

Finish off strong! Where do we go from here? Share with your investor what the next steps are together. Consider creating 3 'Call To Actions' options, see which fits to your audience

CTA

A)	B)	C)
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Now you are ready to start practicing!