

**BRANT  
PINVIDIC**



**THE**

**3-MINUTE**

**RULE**

**SAY LESS TO GET MORE FROM  
ANY PITCH OR PRESENTATION**

**WORKBOOK AND CHAPTER GUIDE**

# 3-MINUTE RULE



## INTRODUCTION:

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You've got The 3-Minute Rule in your hands and you've got a pitch or presentation on your mind. You'll be able to use this workbook to help you through the process. Obviously, the book is pretty linear, but this is still great to accompany the process. If you happen to have to audio book, this is a must have.

Let's get to it.

Since the book lays it out really clearly, I won't re-hash what it contains, because you know I like brevity.

The main thing to keep in mind is to look at this process as a new process. If you have language and phrases that you've been using, try to let those go. If you go through the exercises and just cut a paste the language and phrases you already use, the less you'll get out of the process.

I've received more than 1000 submissions on the website for the 3 Minute Rule, and I think the main thing I see is when people build their bullets and statements of value they include their standard phrases or catch phrases. I can see it a mile away. It's glaring to me (and others) because it doesn't fit with the simplicity that is created when you go through this process.

Just because you like the way something sounds, or you think it really nails what you're about, doesn't mean that it will translate to others. Just break things down and stop focusing on what you WANT to say.

Think of your pitch or presentation as a house, you need the foundation to be simple and strong. You'll decorate it at the end.

Simplify!

Simplify!

Simplify!

Here we go!

Brant





## THE PROCESS:

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Here is the workflow of the book and the pages that correspond.

Pg. 29 – Your Bullets

Pg. 30 – What The Bullets Say To You?

Pg. 42 – WHAC

Pg. 59 – The Statements Of Value

Pg. 67 – I Don't Get It

Pg. 70 – Your Twitter Level Logline

Pg. 80 – Before and After

Pg. 91 – WHAC Timing

Pg. 95 – Fire Alarm Test

Pg. 109 – What's Your Hook?

Pg. 129 – Your Butt Funnel

Pg. 132 – What's Your Negative?

Pg. 141 – The All Is Lost Moment

Pg. 164 – Telephone Game

Pg. 174 – Your Reason For Being

Pg. 176 – The Call Back

Pg. 179 – Put It All Together

Pg. 222 – Let's have it!

# 3-MINUTE RULE

## THE BULLETS:

PG.29



This is really the most important exercise. I don't think it matters how many books I sell, I think there will still be people out there that want to skip this step or 'phone it in'. If you start with 20-30 bullet points that really contain the basic information, you'll have a good foundation.

Write down your bullet points: (ideally take the bullets to your included post-its and get them on a wall)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.
- 26.
- 27.
- 28.
- 29.
- 30.



# 3-MINUTE RULE

## WHAT THE BULLETS SAY TO YOU:

PG.30



I find in many of my seminars the most powerful way to experience the power of the bullet points is not from your own bullet points, but to actually experience how much information you can get from someone else's bullet points. There are two lists I use in the book. Write a description of what you think these bullet points say. It's not enough to simply say it in your mind, you have to go through the exercise of writing it out. Translate the series of bullets into sentences.

What does this company do? What's the value? (from page 30)



# 3-MINUTE RULE

**WHAT THE BULLETS SAY TO YOU (CONT)**

**PG.87**



What is this TV show? What would the TV Guide description say? (From page 87)





Here's an option for you: In my seminars and training, the WHAC method actually comes a little later. I usually take people through their statements of value and the before and afters first, then WHAC. But during the book writing process my editor pointed out that the WHAC chapter was the 'meat' of the book and couldn't wait 7 chapters to get into. So I moved it up and I'm glad I did. If you want to start with your bullets and give them a WHAC now that's a good idea, but you want to hit them one more time after we've expanded. Follow the guide below and use your post-its or index cards to create columns and go from there.

### What is it?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10

### How Does It Work?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

# 3-MINUTE RULE

## THE WHAG OF IT

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Are You Sure?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Can You Do it?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.





# 3-MINUTE RULE

## STATEMENTS OF VALUE

PG.59



Ok let's break them out. Keep it simple. Don't elaborate, just build out the core. What is the sentence that explains each bullet point? Don't over explain. Keep it simple please.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.



# 3-MINUTE RULE

16.

17.

18.

19.

20.

21.

22.

23.

24.

25.

26.

27.

28.

29.

30.

31.

32.

33.

34.

35.

# 3-MINUTE RULE

## "I DON'T GET IT!"

PG.67



Go through your statements and ask, "I don't get it". For most, the answers are obvious and require no further explanation. If you go through each statement and really dig in you'll reveal a few great statements to add. Try it below and transfer any new ones to the index cards or post-its.

See if you can get 5 extras

1.

2.

3.

4.

5.





I love this one.

Can you explain what you do or offer in 140 characters?

Simple and straight.

Only 140!

Logline:

# 3-MINUTE RULE

**BEFORE AND AFTER**

**PG.80**



Take your statements and get them in a linear structure. What goes before and what goes after.

This should give you a new order. This is an exercise that really needs a post-it section. It's great to be able to move them physically.

# 3-MINUTE RULE

**WHAC AGAIN:**

**PG.91**



Now we do it for real. Go through and finalize your statements. Use the categories and fill out the below outline.

What Is It?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.

# 3-MINUTE RULE

How Does It Work?

1.

2.

3.

4.

5.

6.

7.



# 3-MINUTE RULE

Are You Sure?

1.

2.

3.

4.

5.

6.

Can You Do It?

1.

2.

3.





# 3-MINUTE RULE

## FIRE ALARM TEST

PG.95



Ok give it a test. If you only could have 2 minutes what would that look like?

What would 1 min look like? 30 seconds?

Write the statements you would keep if you only had 2 Minutes? (roughly 15)

Now cross off the least important to get to 1 minute (roughly 8)

Now cross of 4 more leaving 30 seconds (4 total)

If that was all you could say, would that be intriguing?



# 3-MINUTE RULE

## YOUR HOOK

PG.109 

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What is that one line that makes this pitch or idea really cool? What's the conclusion they would come to if they knew every detail about your business product or service?



# 3-MINUTE RULE

## YOUR BUTT FUNNEL

PG.129 

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What's the story that someone wouldn't know unless they were right in the heart of it? What's the surprising result or bonus or benefit that isn't obvious? What is the thing that you can only understand once everything else is clear? What's the story that best illustrates this?



# 3-MINUTE RULE

## THE NEGATIVE

PG.132



Do not let this section just pass by. If your pitch is going to be successful you must get this out. You must address it.

What do you hope the audience doesn't think or say?

What's the question you hope they don't ask? (list at least 3)



# 3-MINUTE RULE

## THE “ALL IS LOST” MOMENT

PG.141



This is the moment when the solutions make the most sense.

How do you answer the negative question? What’s the solution to the pushback? How do you solve the problem or issue? NOT the problem your product or service solves, the problem WITH your product or service. How are you solving their most likely objections? (before they make them)



This is really the most important exercise in the book. Random people who don't know your pitch hearing the basics and hearing their version is so damn valuable.

Here is a good way to make sure you do it.

Go through your phone. Pick 5 people that may not know each other and don't know your pitch. Call or email each of them and explain the situation.

You are going to give them a pitch and a person for them to call and pitch it to. Then they call that person and the chain begins.

Who are your 5 people?

1.

2.

3.

4.

5.

# 3-MINUTE RULE

## THE REASON FOR BEING

PG.174 

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This is going to be your opening story. Simply answer the question, why are you here?

Explain when you knew you were onto something. How did that come to be? What made you get involved? How did this happen? What drew you to this moment?



# 3-MINUTE RULE

**THE CALL BACK:**

**PG.176** 

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Let's talk about the moment you KNEW it was something great. Is there a story about how it worked for the first time? Is there a great example or success story that knocks it out of the park? Tie to your opening.





Here is a quick reference guide of what it all looks like when you build it out:

**Opening**

**What is it?**

**How Does It Work?**

**Are You Sure?**

**All Is Lost**

**The Hook**

**The Edge**

**The Call Back**

**Can You Do It**

# 3-MINUTE RULE

**LET'S HAVE IT!**

**PG.222** 

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Ok I like this part. Let's have your best three minutes.

Send it to my office and we'll get it in the system and I'll be happy to give you some feedback.

The more people you send it to the better.

Email it to [assistant@brantpinvidic.com](mailto:assistant@brantpinvidic.com)

