THE POP-UP PITCH

The Two-Hour Creative Sprint to the Most Persuasive Presentation of Your Life

DAN ROAM

DAN ROAM is a creative director and visual storyteller. He is president of his own consulting company, Digital Roam Inc. He is the author of four bestsellers including *The Back of the Napkin, Draw to Win,* and *Show and Tell.* His books have been used by leaders at companies like Microsoft, eBay, General Electric, Google, Wal-Mart and others to solve problems using visual thinking. Dan Roam has been featured on CNN, MSNBC, ABC News, Fox News, and NPR. Dan Roam is a graduate of the University of California, Santa Cruz.

The website for this book is at: www.popup-pitch.com

Summaries.Com

MAIN IDEA

Imagine you get assigned to give a presentation tomorrow to your boss's boss, the board of directors, and a group of investors. Don't panic. With just two hours of preparation, you can use the "Pop-Up Pitch" template and algorithm to create the best presentation of your career.

THE POP-UP PITCH

The pop-up pitch algorithm is:

Take one hour to draw, write, and think through some simple pictures which will breathe life into what you want to say.	**2-Hours Prep**
Use the pop-up pitch storyline to put together a ten-page pitch which encapsulates your ideas in an engaging story.	**10-Page Template**
Give a 7-minute presentation that is bold and dynamic, not the same as everyone else meaning bland and boring.	**7-Min Present**
Motivate people to take action on what you're talking about, and to move forward. Inspire people to act.	**Inspired Action**

"I want to give you a single template you can use to create the best presentation of your life. If you're a business leader, here is the story you can tell to motivate your team. If you're running a start-up, here is the most captivating way ever found to share your vision with an investor. If you're in sales, here is the story that's so engaging that your prospects will want to stay on the phone to learn."

– Dan Roam

THE POP-UP PITCH → **2-Hours Prep** → **10-Page Template** → **7-Min Present.** → **Inspired Action**
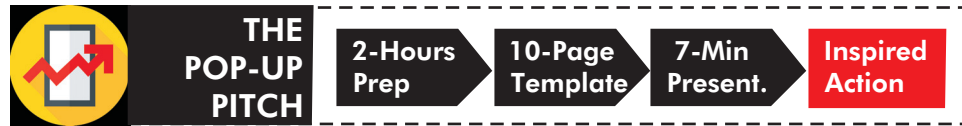
2-Hours Prep . . . . Page 2

To prepare for your presentation, use the first hour to brainstorm your best ideas, concepts, and stories. The best way to do this is in visual format using a tool called the "Visual Decoder". Coax your best mental images into focus in the first hour.

10-Page Template . . . . Pages 3 - 6

In the second hour, use the ten-page "Ultimate Story Template" to craft a persuasive presentation. This is a universal story template, loosely based on the hero's journey, which will deliver an optimistic, forward-looking presentation. Follow this template to come up with a presentation that is creative, original, and above all persuasive.

Act 1 Pages 2 - 4	Act 2 Pages 5 - 7	Act 3 Pages 8 - 10
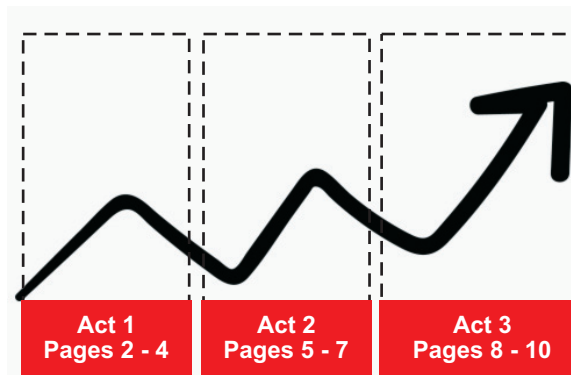
7-Minute Presentation . . . . Pages 7 - 8

Once you've created your pop-up pitch, all you then need to do is practice and polish. Run your pop-up presentation by a couple of colleagues, and see how it flows. If they enjoy hearing it and you enjoy telling it, you've got a winner. If not, find another two hours and a couple of sheets of paper to try again.