

4-STEP PERSUASION FRAMEWORK

Intro-Video: <https://youtu.be/qF4p4kWmMeE>

STEP 1: CURIOSITY (Claim)

Example: "The fact is, we have a real advantage when it comes to groundbreaking medical research because we can test chemical compounds faster than our competition."

Key Components **brief** **intriguing** **appeal to self interest**

Start with: "The fact is,..."

Explainer Video: <https://youtu.be/uHcHBWaPymw>

STEP 2: TRUST (Evidence)

Example: "For example, just yesterday, right here in my lab, I was testing 20,335 compounds in just 3 minutes using a single test tube the size of your index finger. My competitors would need three weeks to test that many molecules and a separate test tube for each one of them. Every time we run a test, my colleague Molly says, 'You have to see it to believe it.'"

Key Components Specifics based on: **time** **place** **number w/ context**

Start with: "For example,..." **name** **quote** **visual**

Explainer Video: <https://youtu.be/2iCKN8yjpO4>

STEP 3: CLARITY (Conclusion)

Example: "The bottom line is that I have a substantial advantage."

Key Components **succinct** **no jargon** **one takeaway from claim**

Start with: "The bottom line is..."

Explainer Video: <https://youtu.be/CvoRXkVUWjc>

STEP 4: ACTION

Example: "So, who in your office should I follow up with?"

Key Components **specific** **practical** **articulate desired behavior**

Start with: "So, as a next step,..."

Explainer Video: <https://youtu.be/AAFvjJXLE2o>