

The Big Bang

This is a **six element pitch structure** to help win the hearts and minds of your audience.

Stage 1: The Big Thing

Utilize this section to discuss a “big thing” in your space that has tremendous stakes and is creating lots of noise.

Stage 2: Successes and Failures

Transition to this section by showcasing how some people will succeed or fail depending on if they have adapted or not to the “big thing.”

Stage 3: The “Happy Ever After”

Next, tease the idea of a “Happy Ever After” without discussing what you do – yet. You’ll want to tease that happiness is not guaranteed unless investing in your product or service.

Stage 4: Defeat the Challenges

This is the heart of the deck where you’ll want to showcase exactly what you do and how you do it by packaging everything into three memorable talking points: **X, Y, and Z.**

Stage 5: The Proof

Evidence and testimonials will then be shared to help tie everything together.