The Pre-Sold Pitch Framework: Sell the Outcome, Not the Effort

This 1-page framework is a mandatory step before any proposal. It shifts the client's focus from "What do I get?" to "I already have the solution."

SECTION 1: The Client's Reality (2 Minutes)
PURPOSE: Validate their pain point immediately. This shows you listen.
 CONTENT (1-3 sentences): State the client's current situation or key problem in clear, simple terms.
 The Pitch: "We understand the conversion bottleneck."

SECTION 2: The Finished Outcome (The Mock-Up)
 PURPOSE: This is the visual proof. It's the most important part.
 CONTENT (Visual/Outline): Provide a simple, 3-step visual or outline of the finished solution. This is not complex work, just a clear, clean representation.
 The Pitch: "Here is the exact (clear/simple/profitable) result."

SECTION 3: The Path to Outcome (The Simple Steps)
 PURPOSE: Simplify the process so they feel confident moving forward.
 CONTENT (3 Clear Steps): Outline the 3 easiest steps required to move from their pain (Section 1) to the finished outcome (Section 2).
 The Pitch: "This takes out all the risk and complexity."

The Call to Action
 FINAL LINE: "Are you ready to move forward with the solution you just reviewed?"

 * Note: Do not talk about your rates until they have said YES to the finished outcome.

SAMPLE: Pre-Sold Pitch in Action (Clarity & Content Focus)

Imagine this is a document you send to a company struggling to get engagement on social media content.

SECTION 1: The Client's Reality
Right now, your weekly content is incredibly detailed and smart, but it's overwhelming your audience. You're generating low engagement because the content is written for experts when your goal is to attract beginners. This is costing you warm leads who are confused by the jargon.

SECTION 2: The Finished Outcome (Visual Mock-Up)
(Place a simple screenshot or outline of the new content here. You can literally draw a box and label it)

THE NEW 3-STEP VIRAL FRAMEWORK
 The Hook: Always uses an unpopular opinion or a controversial statement (e.g., "AI is making you lazy.").
 The Body: Delivered in three simple, numbered steps. No paragraphs.
 The CTA: Always uses a Comment-to-DM (e.g., "Comment TEMPLATE").
Result: Your engagement rate shifts from 3% to a minimum of 10% in the first month.

SECTION 3: The Path to Outcome
Clarity Call: 30-minute session to define your audience's current jargon-free language.
 Framework Delivery: We deliver the 5-part Viral Content Framework document you saw above.
 1st Week Pilot: We launch three pieces of content using the new framework to validate the 10% engagement rate goal.

The Call to Action
Are you ready to move forward with the 10% engagement solution you just reviewed?