



4-STEP PERSUASION FRAMEWORK

Make your case in 4 steps

FIRST, OBJECTION PREP:

Define your **Audience**, the **Action** you want, and their likely **Objection**. Then make a claim in Step 1 that offers value while subtly preempting that objection.

EXAMPLE

Audience: Potential investors **Action:** Introduction to decision maker
Objection: Concern about competitive advantage

CURIOSITY — Claim *Make an interesting claim.*

EXAMPLE

1

"**The fact is**, we have a real advantage in groundbreaking medical research because we can test chemical compounds faster than our competition."

KEY COMPONENTS

Your claim should subtly preempt the likely objection identified above.

brief **intriguing** **appeal to self interest**

START WITH "The fact is, ..."

► Explainer Video:

<https://youtu.be/uHcHBWaPymw>

TRUST — Evidence *Offer concrete evidence.*

EXAMPLE

2

"**For example**, just yesterday in my lab, I tested 20,335 compounds in 3 minutes using a single test tube the size of your index finger. My competitors would need about three weeks to run that many tests with separate tubes."

KEY COMPONENTS

time **place** **number w/ context**
name or character **quote or phrase**
visual detail

START WITH "For example, ..."

► Explainer Video:

<https://youtu.be/2iCKN8yjp04>

CLARITY — Conclusion *Say the point plainly.*

EXAMPLE

3

"**The bottom line is** that our lab can move from idea to test results much faster than the competition."

KEY COMPONENTS

succinct **no jargon** **one clear takeaway**

START WITH "The bottom line is ..."

► Explainer Video:

<https://youtu.be/CvoRXkVUWjc>

ACTION *Ask for a specific next step.*

EXAMPLE

4

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

KEY COMPONENTS

specific ask **easy to do**

START WITH "So, ..."

► Explainer Video:

<https://youtu.be/AAFvjJXLE2o>

This sequence works because it mirrors how people evaluate new ideas: curiosity → trust → clarity → action.

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