

# HOW I WRITE PITCHES THAT SELL..



Josh Lowman

Founders - do you want the thing  
you're making to matter?

You must pitch it in the form  
of a story.



Let me show you what I do.

This advice works for:

POVs / Strategic narratives

Founder stories

VC pitch decks

Sales decks

Launch videos

And more

To make sure my pitch is a great story, I always include the following timeless story ingredients.



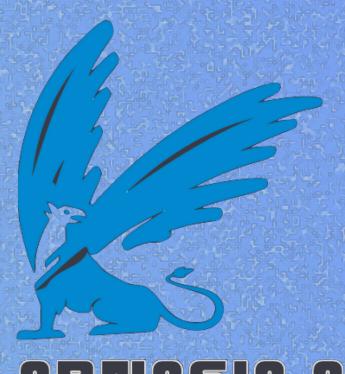
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#1

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A SWAG  
THEME



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Minds think in themes.

When a mind experiences content,  
it asks:

“What was the point of all that - what’s  
the takeaway?”

When we can answer that question  
in a sentence or two, that’s a theme.



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The theme of your story is this:

Your customers face a big-ass problem.

Only the thing you've invented kills the problem.

If there are words in your story that don't serve the theme, cut them.

Can you feel that? Your story just got stronger.

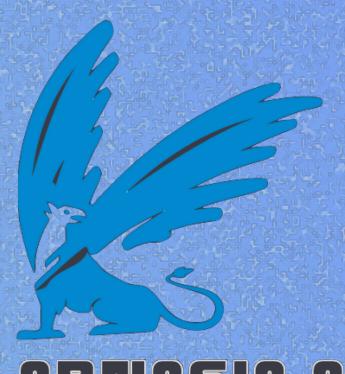


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#2

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REVERALS



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A great story has reversals. It goes from

“life is good”  
to “oh shit”  
to “life is good”

And so on.

Minds can't help but pay attention to reversals - it makes them NEED to know what happens next.

Exactly where we want them.

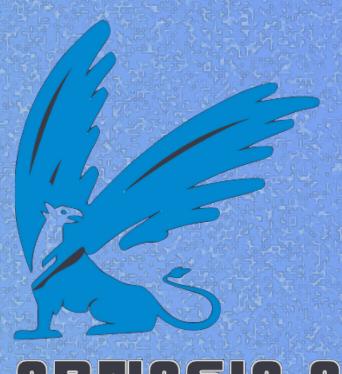


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#3

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ECONOMY  
OF  
LANGUAGE





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Only when you write your pitch in an economical way will you truly experience the power of writing. Because when you use a lot of adjectives—or fancy words—there's a good chance your audience will lose interest.

What worse: they may fail to understand you entirely.

Conversely, your message will hold attention and be easier to understand when you edit out everything you don't need.



('nuff said)

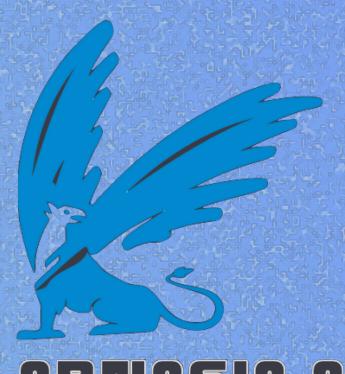


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**#4**

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**Drama**





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If you can't make your audience feel something, your pitch won't sell.

But how do you know if they feel it?  
Here's what I do.

(I learned this from Quentin Tarantino.)



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Read your pitch to a customer -  
someone you count as a friend.

See if their eyes light up.

Maybe they say “wow” or  
“I love it!”

If that doesn’t happen, it’s time for  
a rewrite.



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And that's it.

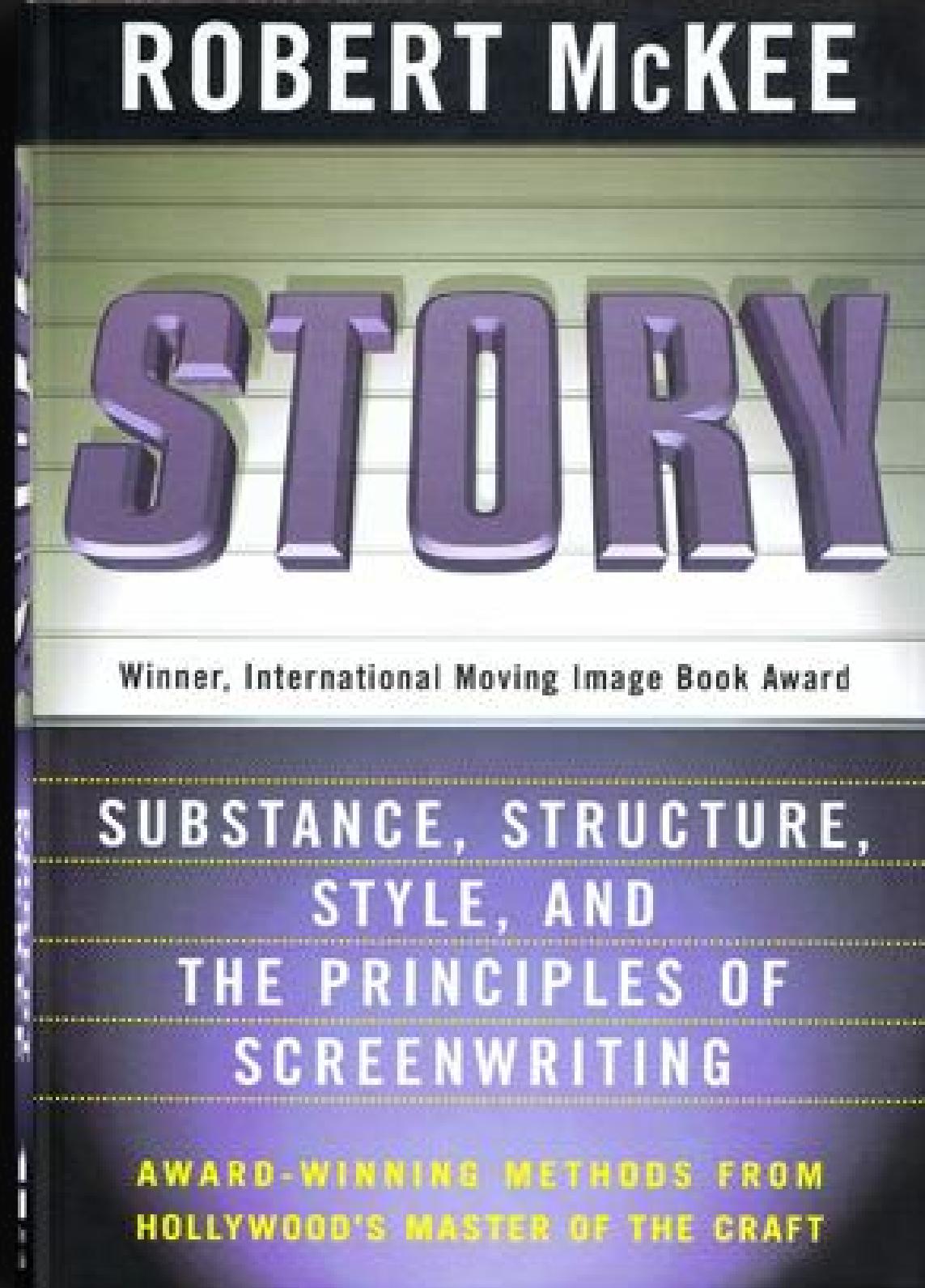
If your story has these four ingredients, I promise you, it will blow the doors off anything else that's out there.

But like everything, the devil's in the details.

I'll trust you'll let me know when you need help.



Josh Lowman



PS:

To learn more about story dynamics, I highly recommend the book *Story*, by Robert McKee.

Or just watch Jaws.

