

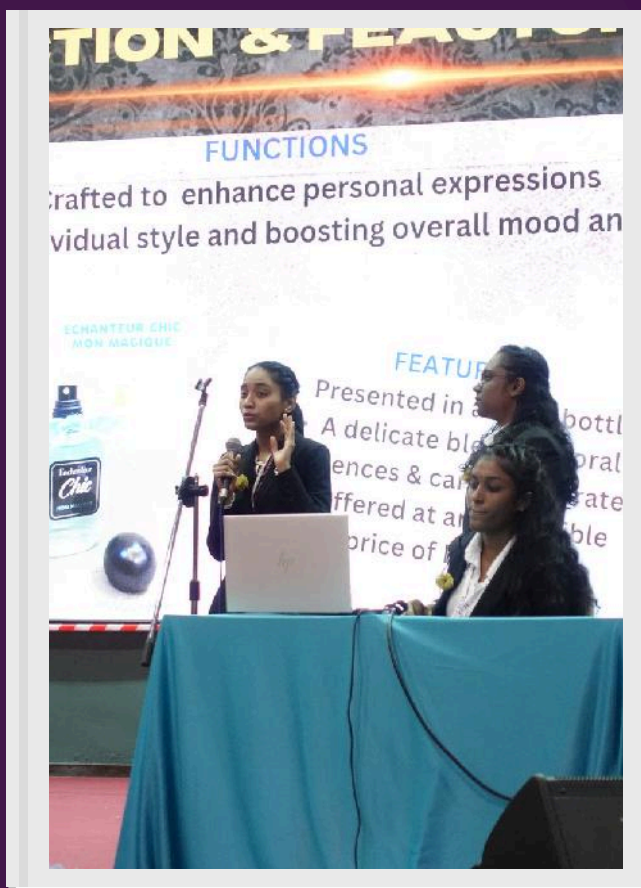
PRODUCT PITCHING PLAYBOOK

The ine3PRO

INNOVATION FRAMEWORK: FROM PITCHING TO ADVERTISEMENT

Crafting your pitch has never been this easy. This handbook encompasses detailed explanation :
From theory into practice.

1st Edition, 2025



PRODUCT PITCHING PLAYBOOK

The **ine3PRO**

INNOVATION FRAMEWORK: FROM PITCHING TO ADVERTISEMENT

**NUR FARHANA BINTI MISNO
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NURUL NADIHA BINTI KASSIM**



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PREFACE

People are racing to achieve targets every day. Your product might be simple and mundane – but your pitch may determine otherwise.

This “work of art” is dedicated to the bold thinkers – a startup founder, a marketer, a salesperson, or a student preparing for a competition or an assessment. Mastering the pitch is not just a bonus skill; it is a necessity to rise above the noise. The power to clearly communicate value can turn a single meeting into a turning point. And with the right tools and structure, that pitch can be delivered consistently, effortlessly, and cost-effectively.

Within these pages, you will be introduced to the *ine3PRO* structure—a simple, effective framework designed to help you shape compelling product pitches. Whether you are refining your message or starting from scratch, this guide will help elevate both your clarity and your connection with your audience.

My hope is that by the end of this book, you will not only understand how to pitch better—but how to think differently about what makes a product truly worth pitching in the first place.

Let’s get to work!



NUR FARHANA BINTI MISNO
Editor-in-Chief



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THE INTRODUCTION



INTRODUCTION

Meaning



Product pitch is meant to convince the audience of the value of a specific product, allowing you to discuss it in detail (Valeiras-Jurado, 2021).

The purpose of a product pitch is to highlight:

- a) the reason(s) for purchasing your product/service.
- b) the usability of your product/service.
- c) the advantage(s) of your product/service over the alternatives.

The Elements



Encompasses 5 major elements:

- P - PERSUASION (THE USE OF VERBAL AND NON-VERBAL CUES)**
- I - INTRODUCTION (THE USE OF PROPER INTRODUCTION TECHNIQUES)**
- T - TECHNICALITIES (THE USE OF PROPER METHODS AND PITCHING STRUCTURE WITH SUITABLE PROPS AND VISUAL AIDS)**
- C - CHANNEL (WAYS TO LINK WITH SUITABLE CUSTOMERS AND HOW CAN YOU BE CONTACTED)**
- H - HOOK (HOW TO MAKE SURE YOUR PITCHING IS ATTRACTIVE?)**



Product pitching explains much on the features and functions of a product itself.

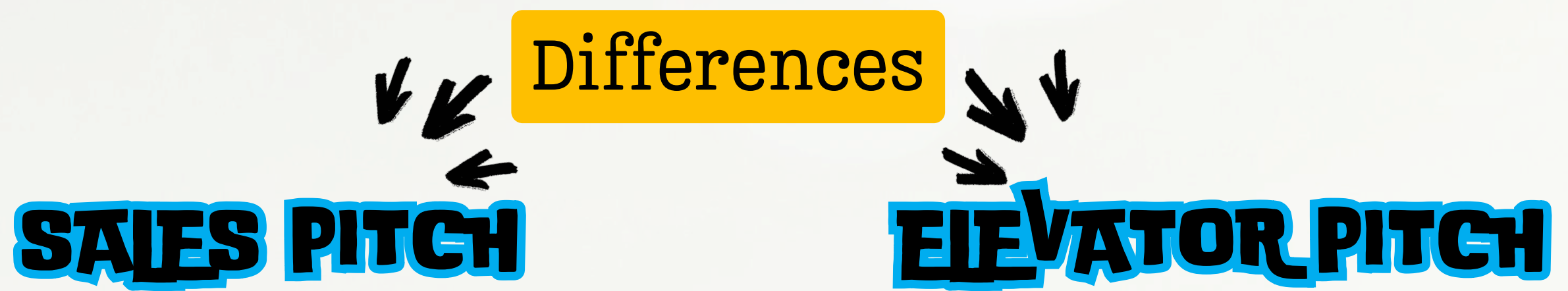
The capability of solving a customer's problem.

The art of persuasion.

Non-conventional Product Pitching

-  Enhance your motivation & confidence.
-  Repeatable advertising tool.
-  Interesting and interactive.
-  Editable and widely spread in social media.
-  Can be used as the foundation for a landing page, media advertising and video content.

TYPES OF PRODUCT PITCHING



Pitching the entire business.

1

P + R = S only.
(Problem + Reason = Solution)

Traditional and formal
pitching (Pitch Deck).

2

Casual and more versatile.
(live or recorded).

Long-buying cycles with
multiple meetings.

3

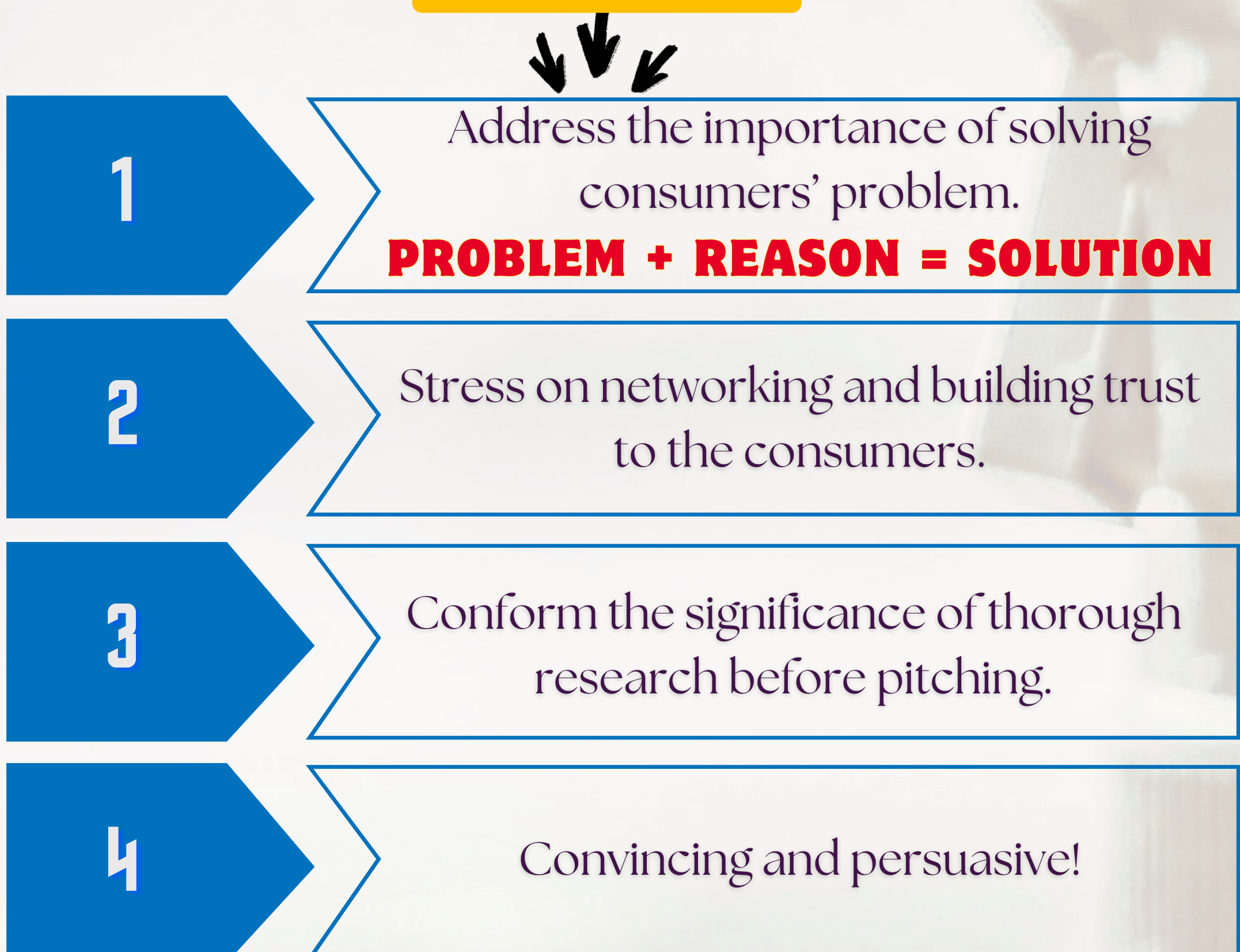
The initiator/ The introducer.

Long and detailed elaborations
(up to 10 minutes).

4

Short and concise
(30 seconds to 1 minute only!).

Similarities



THE PURPOSE

PROMOTING
PRODUCTS

TANGIBLE

INTANGIBLE

ADVERTISING
BUSINESSES

PROMOTING YOU!
(JOB HUNTING)

ACQUIRING
INVESTORS

THE ART OF PERSUASION

*Most persuasive speeches are rhetoric:
defined as “an ability, in each particular case, to see the
available means of persuasion” (Aristotle, 1954, p. 36).*

ETHOS, PATHOS & LOGOS

THE SPEAKER'S PERSONA

- Trustworthy: Building trust/rapport with the audience.
- Attitude: Expertise and values.
- Empathy: Audience needs and concerns.



THE AUDIENCE'S EMOTIONS

Delve into the audience's emotions by:

- Stories.
- Inspirational quotes.
- Vivid experiences and languages.

THE REASONS OF THE MESSAGE

Facts, statistics, data to support claims.

1984: Macintosh
2001: iPod
2007: internet
+touch control
+comm

Aiming for
sustainable
energy
economy

Let's take
challenges as
part of the
excitements!



EXERCISE 1

1. Choose the **CORRECT** statement regarding product pitching.
- a) Product pitching focuses on generating income only.
 - b) *Visume* is not related to product pitching structure.
 - c) Building networking and trust are part of product pitching strategies.
 - d) Decrease your motivational level.
2. Identify the **SIMILARITY** of ‘sales pitch’ and ‘elevator pitch’.
- a) Address the importance of solving consumers’ problem.
 - b) Long buying cycles with multiple meetings.
 - c) Casual.
 - d) Pitch the entire business.
3. Choose a statement **RELATED** to *Logos* in *Modes of Persuasion*.
- a) Care for the audience emotionally.
 - b) Present the logic of your claim based on factual evidence.
 - c) Show positive attitude.
 - d) Passionate and energetic during the pitching session.
4. Choose the example of **INTANGIBLE PRODUCTS**.
- a) Barber service and selling ice-creams.
 - b) Car wash service and pet grooming.
 - c) Selling clothes and sewing service.
 - d) Selling books and bookends.

No.	Problem	Reason	Solution (the product)
i	Difficult to deliver items to rural areas	Less equipped in delivery infrastructure	Lalamove delivery
ii	People tend to buy gadgets	The increasing cost of food production	Lalamove delivery
iii	People considered pets as family	High demand in kibbles and wet food	Catzonia pet grooming
iv	High demand in pet grooming service	People considered pets as family	Catzonia pet grooming

Table 1: The Problem-Reason-Solution situations.

5. Choose the correct **problem-reason-solution** concept based on Table 1.
- a) i and ii.
 - b) iii and iv.
 - c) i and iv.
 - d) ii and iii.



THE CONCEPTUAL FRAMEWORK



THE CONCEPTS

The ine3PRO framework is derived from two eminent concepts:

1. Multimodality (by Cara Miller)
2. Business Model Canvas (BMC)

MULTIMODALITY

Meaning :More than one “mode” or method to communicate meaning (University of Illinois Springfield). The combination of modes determine the success rate of communicative efficiency.

The modes are interpreted in 5 significant styles:

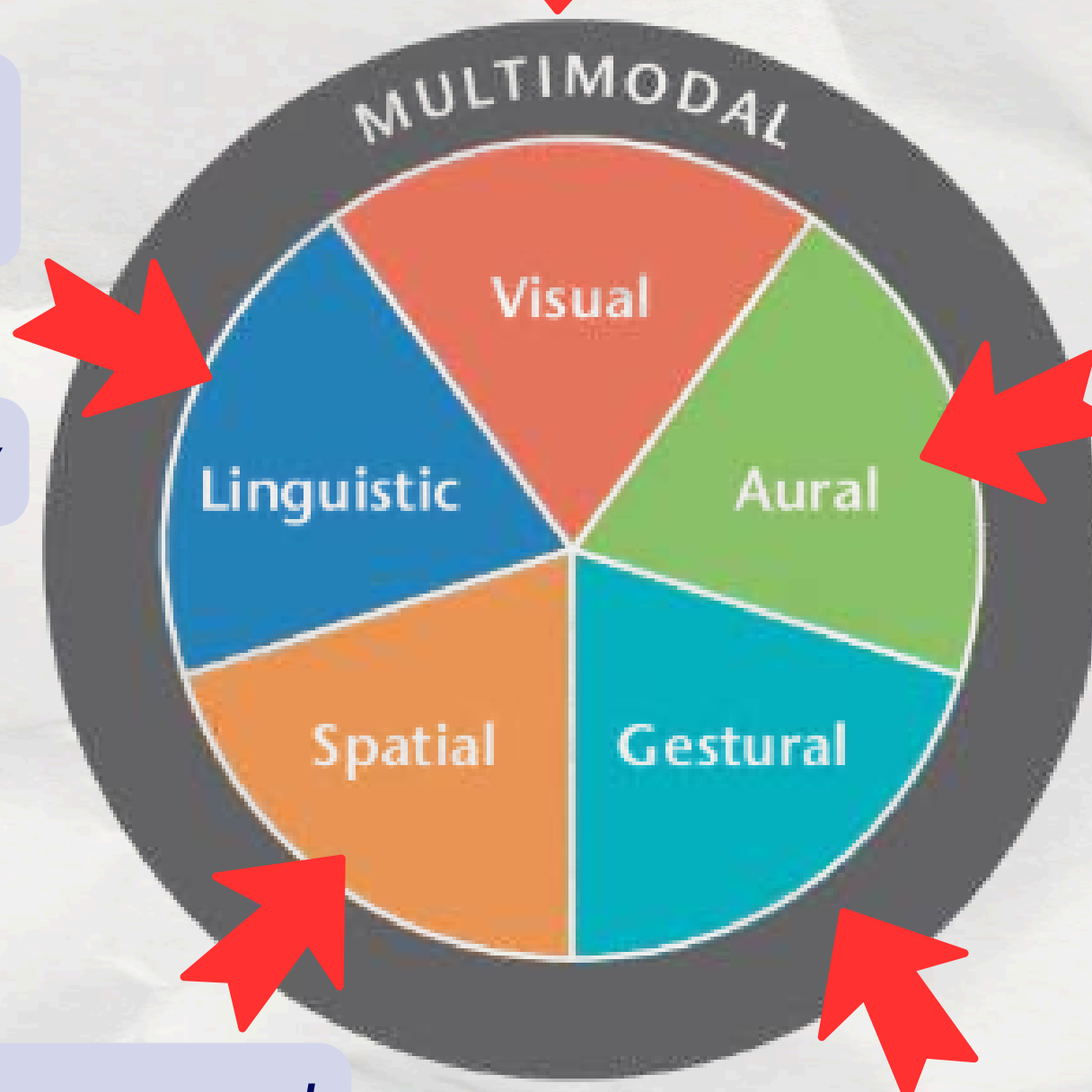
Visual: anything people see, in this case is the visual aids (slides/realia/demonstration)

Linguistic: Spoken words, in this case refers to verbal competence (language, fluency & structure)

Aural: the sounds including the tone, pitch, music, sound effects and even noises.

Spatial: the arrangement of elements in space, which may influence the conduciveness of platforms / rendezvous .

Gestural: the way movement is interpreted, in this case is the non-verbal competence (Character, facial expressions, hand gestures & body language)



THE BUSINESS MODEL CANVAS (BMC)

ine3PRO



Business Model Canvas (BMC)

Key Partners:-

- Who are the key partners/ Suppliers or vendors?
- Do we have any consulting firms?
- Which key resources or capabilities do they provide?

Key Activities:-

- What are the key processes & tasks we need to create to deliver the value proposition?
- Which resources do we need to develop, sell or manage?

Key Resources:-

- Who are the key resources to deliver the key activities?
- Do we have any key partners to deliver the same?

Value Propositions:-

- What is the core problem we are trying to solve?
- Are there multiple problems we are trying to solve?
- How the new value will be different than the current value?

Customer Relationships:-

- How we should keep relationship with our customer?
- Which idea will fits best with each segments?

Channels:-

- How we should connect with your customers?
- Which are the most cost-efficient and reliable channels?

Market Segments:-

- Who are the primary customer for the product?
- For whom we are creating the value?
- Do we have any secondary customer? What are the customer segments or user groups we have identified?

Cost Structures:-

- What are the fixed & variable costs?
- What are the main elements of operational expenses?
- Do we have costs involved for CAPEX?

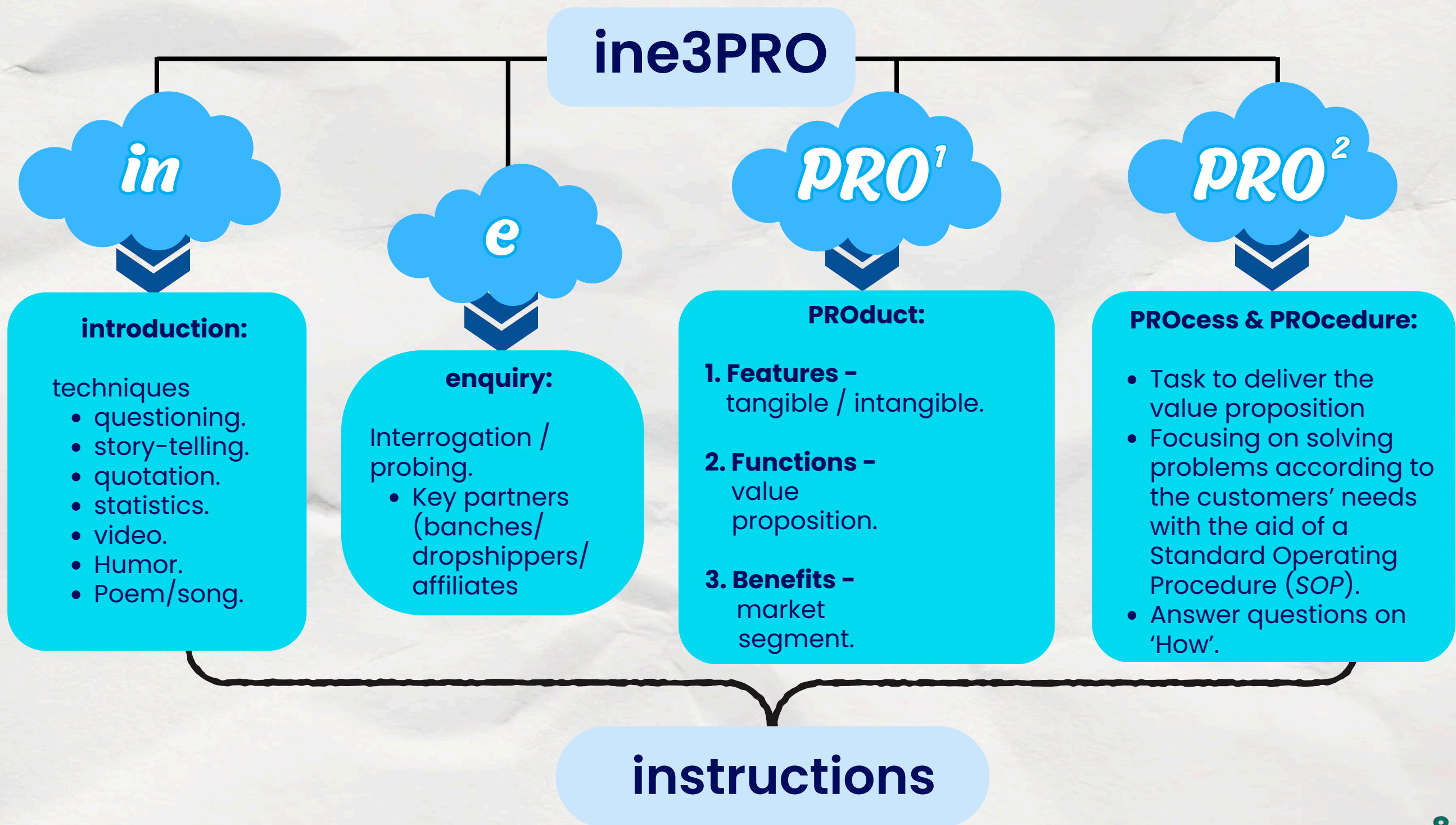
Revenue Structures:-

- What is our primary revenue model?
- What are the secondary source of revenue?
- Do we have subscription, service, licensing fee model?

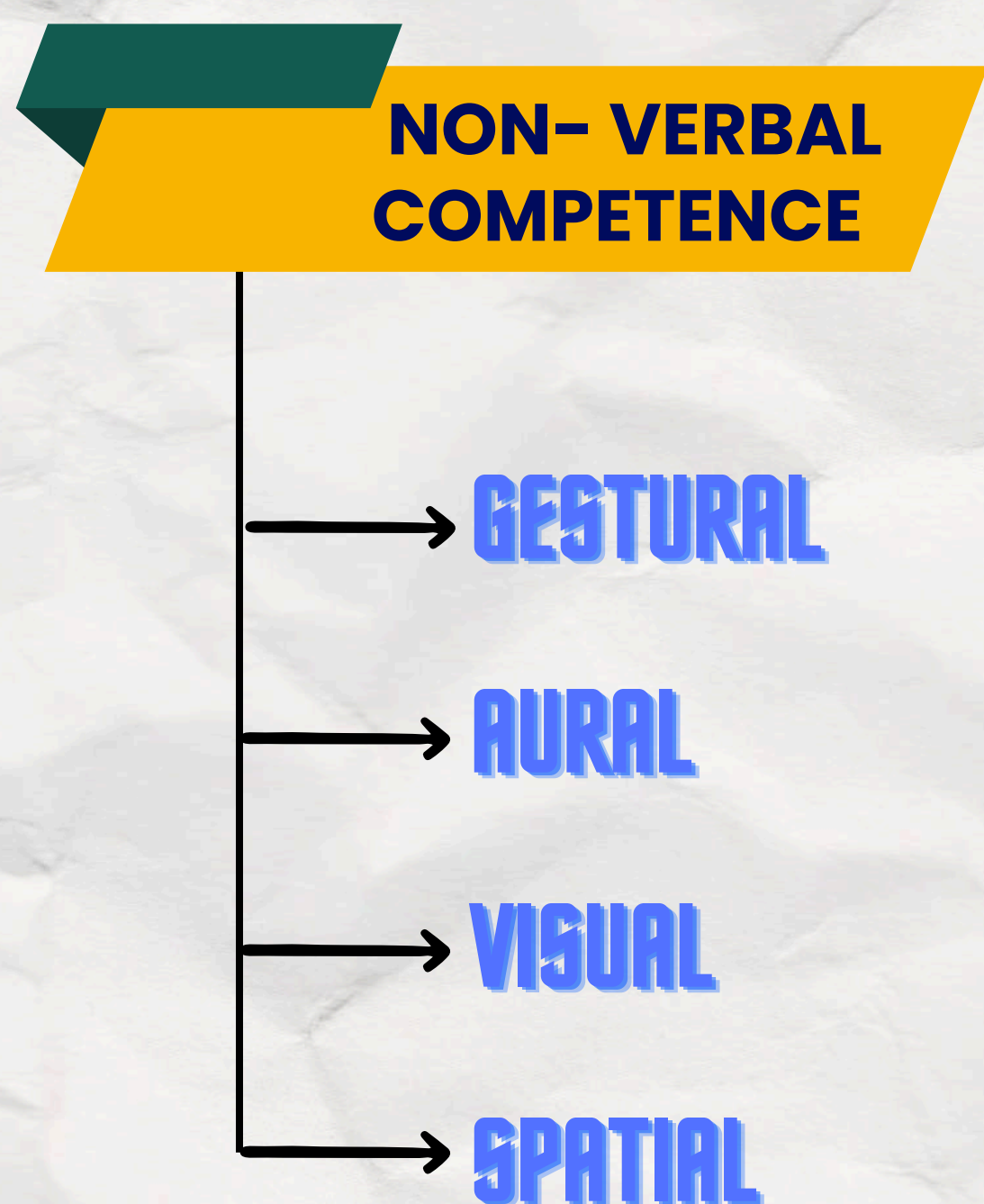
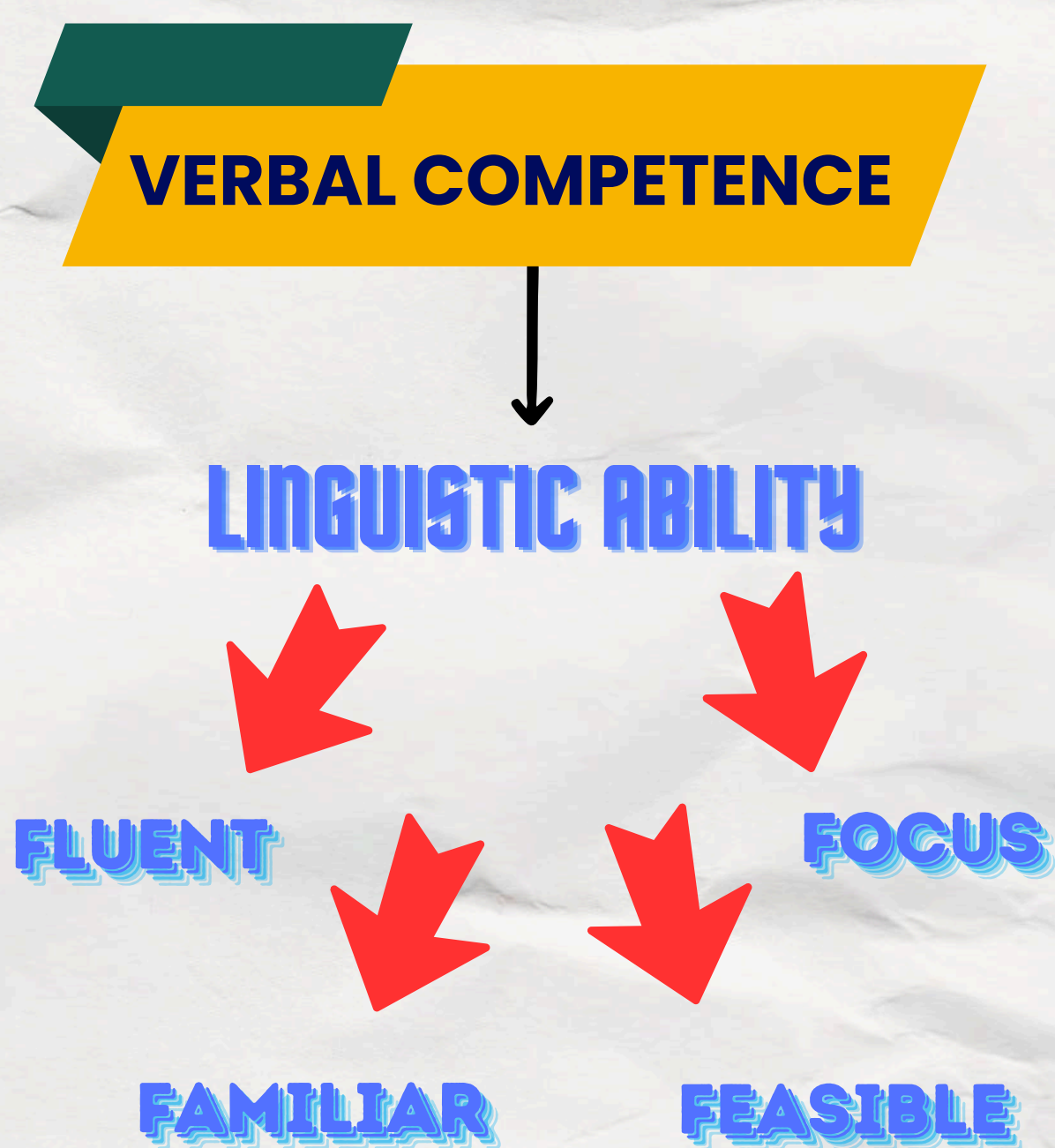
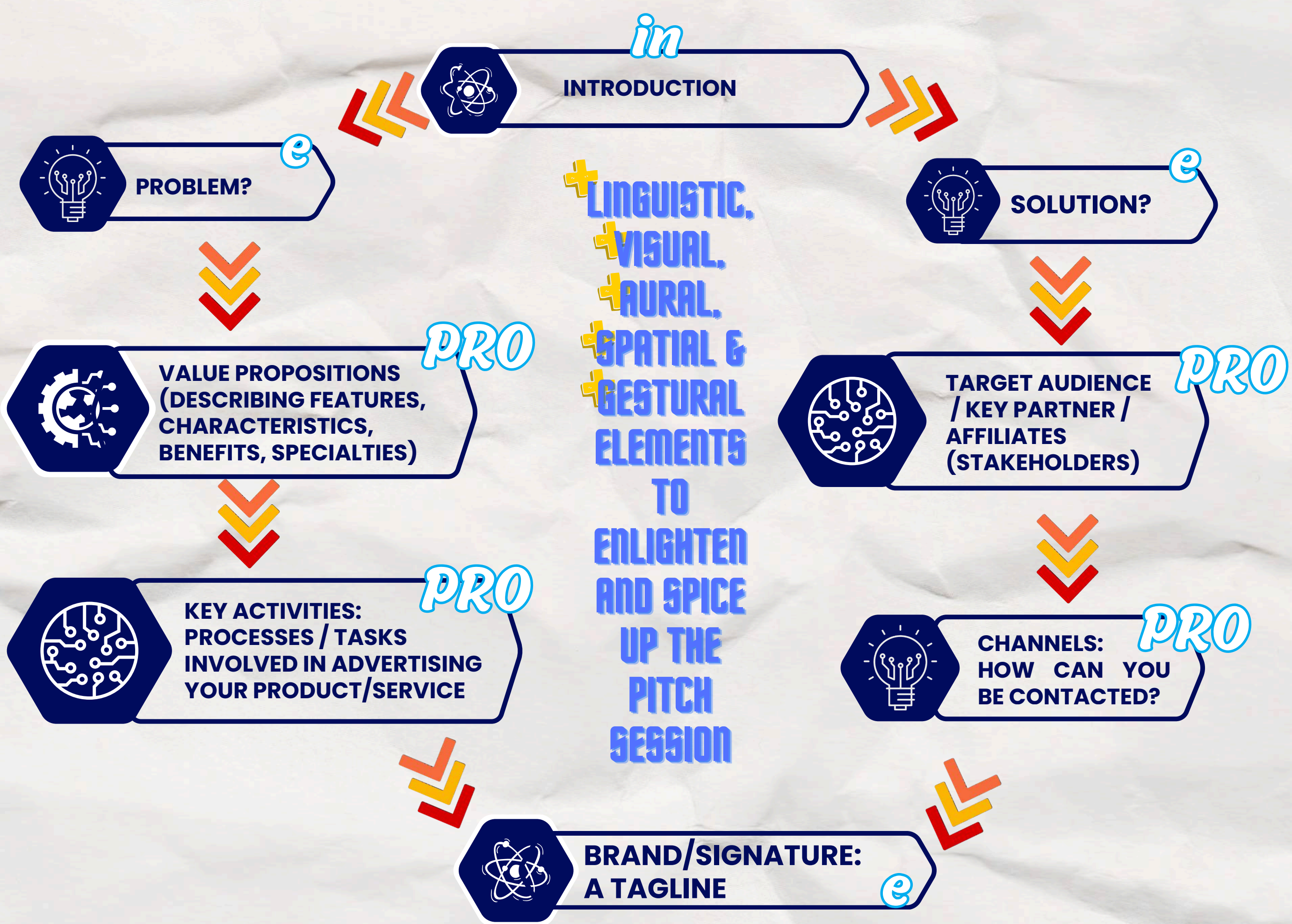
The focus:

1. Problem-solving business.
2. Less discussion on the cost and revenue structure (user-friendly to all business levels, including the start-ups).

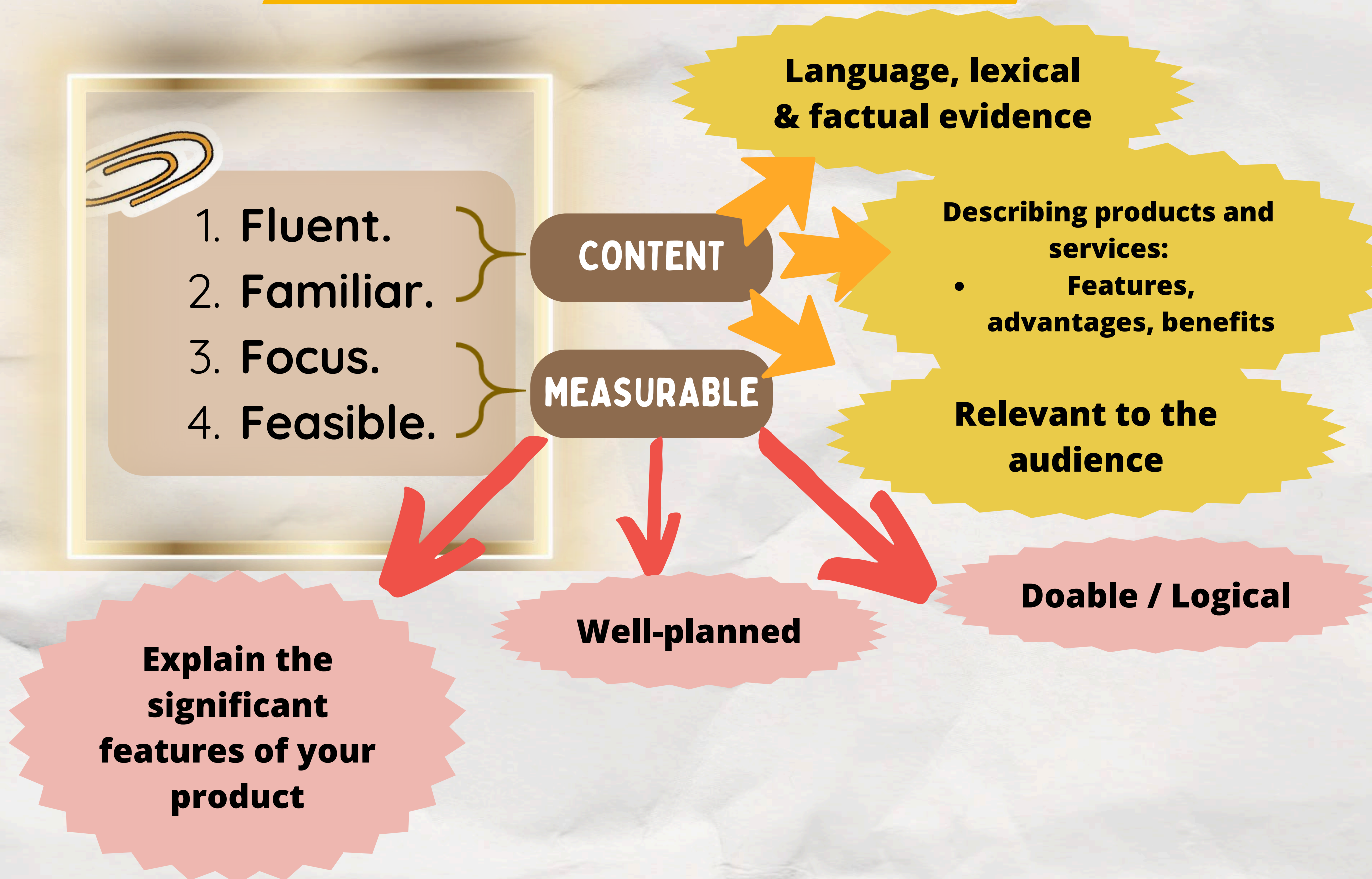
INE3PRO FRAMEWORK



THE WHOLE INE3PRO CONCEPT



VERBAL COMPETENCE: LINGUISTIC ABILITY



Fluent and Familiar

1. The speaker should be all-rounder while delivering your points in order to convince the audience.
2. The information of the subject (products/services) that you choose to sell should be at the back of your hand.
3. Familiarize yourself with the presentation structure before the real pitching.
4. Be fluent does not mean be native. Keep your language simple but concise and easy to understand.

Focus and Feasible

1. The speaker should focus on points related to the subject (products/services) only. Do not beat around the bush because you may lose focus of your audience.
2. Provide factual evidence(s) to back up your claims. Do background research about the addressed issue before your product pitching session.
3. Make sure your claim is logical and doable. Talking big without proper planning is fatal.

VERBAL COMPETENCE: LINGUISTIC STRUCTURE

ine3PRO Structure

Opening

Introduction of the
product:

Problem(s)

+

Reason(s)

=

Solution
(your product)

Body

Paragraph 1

Description of:

- i- Characteristics
- ii- Functions

Paragraph 2

i- Step-by-step
on delivering a
task.

ii- How to ...?

Paragraph 3

- i- Advantages
- ii- Specialties /
Traction
- iii- Testimonials

Closing

- How can you
be contacted.
- Tagline.

NON-VERBAL COMPETENCE: G, A, V, S

Gestural

1. Body gestures
2. Eye contact
3. Stance
4. Facial expressions



Aural

1. Volume
2. Tone
3. Pitch
4. Background sound/noise
5. Music
6. Sound effects
7. Pauses and fillers



Visual

1. Font
2. Formatting
3. Colour
4. Videos
5. Slides, storyboard, pitch deck
6. Presenter's attire
7. Data presented
(Chart/Graph/Table etc.)



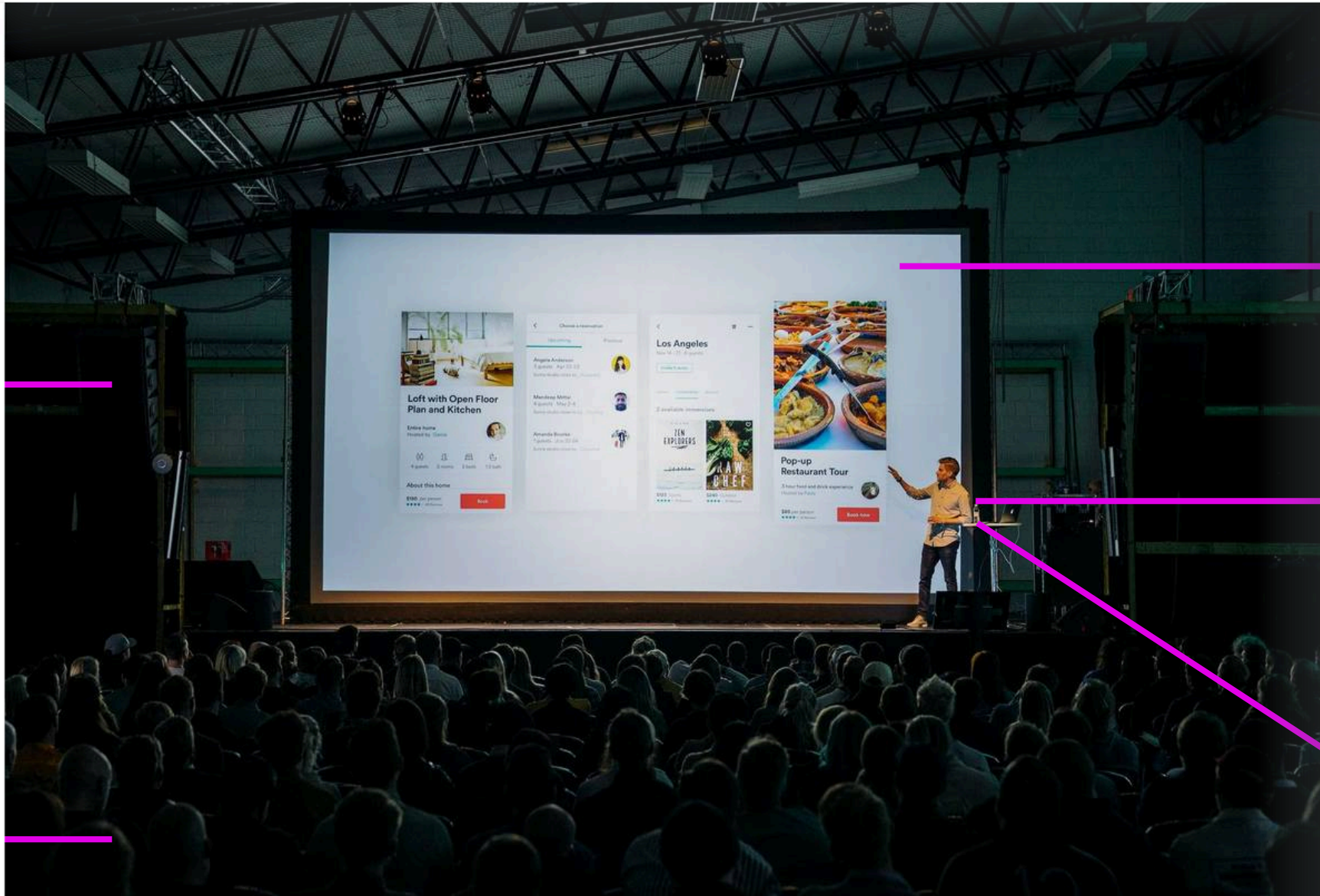
Spatial

1. Arrangement of the location/platform
(Seating/Furniture etc.)
2. Ambiance
3. Proximity



SITUATIONS

1. Face-to-face pitching



Aural
(sound and speaker, tone, pitch, music)

Spatial
(seating, lighting, ambiance)

Visual
(slide, storyboard pitch deck)

Linguistic
(choice of words, speech & content structure)

Gestural
(body language, eye contact, stance)

2. Online pitching



Aural
(background sound/noise, tone, pitch, music)

Visual
(slide, pitch deck)

Linguistic
(choice of words, speech & content structure)

Gestural
(body language, eye contact, stance)

Spatial
(overall layout of a platform, arrangement of objects/speaker /wordings on screen)

EXERCISE 2

1. Choose the **INCORRECT** statement of the importance in linguistic structure.
- a) The speaker should know the content of his/her pitch well.
 - b) The speaker should organize thoughts and convey meaning effectively.
 - c) The speaker should present updated and correct factual evidences.
 - d) The speaker should use proper hand gestures while pitching.
2. What is **spatial element** in product pitching?
- a) Vary the speaker’s tone and pitch to attract the audience attention.
 - b) Manage comfortable seating according to formality while pitching face-to-face.
 - c) Use suitable graphs or charts on screen.
 - d) Focus on the VIPs only while pitching.
3. Which of the following **BEST** represents the value proposition of a luxury handbag?
- a) “This product is for all, as you may grab this for RM10 only”.
 - b) “This product is light in weight as you may use for self-defense”.
 - c) “This product is durable due to its use of genuine leather and precise stitching”.
 - d) “This product comes with 5 different toppings to choose from”.
4. Select **THE LEAST** important element to be mentioned in your pitching based on ine3PRO framework.
- a) Benefits of the product .
 - b) Offers or best selling price to special customers.
 - c) Company’s contact number or websites.
 - d) Company’s revenue.

No.	Introduction technique	Description
i	Story-telling	Inspire, influence, and connect with audiences by sharing personal experiences related to an issue/problem.
ii	Questioning	Probe the audience to think of an issue/problem.
iii	Humor	Start your pitch by sharing relatable jokes based on the issue discussed.
iv	Statistics	Provide percentages / figures to back up your claim.

Table 1: The introduction techniques.

5. Determine the **CORRECT** description of the introduction techniques based on Table 1.
- a) i, ii and iii.
 - b) ii, iii and iv.
 - c) i, iii and iv.
 - d) i, ii, iii and iv.



THE STRUCTURE



THE POWER OF INE3PRO CONCEPT.

- 1. Ease the process of making a pitch deck.**
- 2. Simplify the language structure of the pitch.**
- 3. Can be used for both online and offline pitch.**
- 4. Better understanding in the Communicative English 2 subject.**
- 5. Suitable for all types of pitches:**
 - Sales pitch.**
 - Elevator pitch.**
 - Investor pitch.**
- 6. Suitable for start-ups and well-established businesses.**
- 7. Impart the element of:**
 - repeatable advertisement.**
 - videography.**
 - cost-effective.**

THE RULES OF THUMB (R.O.T.) ine3PRO

Introduction

IN

**SEMESTER 1:
ORAL PRESENTATION**
• INTRODUCTION TECHNIQUES

Products & Services

PRO

**SEMESTER 2:
TANGIBLE / INTANGIBLE PRODUCT**

Processes & Procedures

**2
PRO**

**SEMESTER 2:
STEPS / WAYS / HOW TO**

Instructions

IN

**SEMESTER 2:
INSTRUCTIONS / IMPERATIVES**

Enquiries

E

**SEMESTER 2:
INTERROGATION / PROBING**

R.O.T. 1

INTRODUCTION: TECHNIQUES TO MASTER



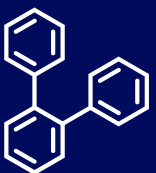
QUESTIONING:

- **Closed Question:** "Are you..."
- **Probing Question:** Trigger question "In what way do you...", "What do you mean by..."
- **Leading Question:** Statement with question "Do you agree?" "Are you on the same page?"



STORY-TELLING:

- **Telling inspirational/relatable story to the items/services you are selling.**
- **Motivate & influence the viewers to buy your product.**



QUOTATION:

- **Share relatable quotation to the items/services you are selling.**



STATISTICAL EVIDENCE:

- **Share relatable statistics/researches with citation.**



VIDEO / PICTURE:

- **Share a short clip/video/a picture to arouse the audience's attention.**

Poem

Song

Humor

R.O.T. 1

EXAMPLE OF A GOOD INTRODUCTION

PROBLEM

"Good day, everyone. I am Sarah, the marketing assistant for Maju Megah Company. I know, everyone believes that we should **never judge a book by its cover**. Image, is what we see. However, **the truth hurts**. Image inflicts ones personality. Wearing improper outfit in a specific occasion might resulted to bad impression. Bad impression resulted to bad image. Hence, you have to spend a penny to earn respect and good image. **Get your money's worth**, and we have all it takes to elevate your wardrobe. Introducing Ella Cotton Collection. Why it's a must-have collection? Get ready to explore the beauty of Ella Cotton Collection."

SOLUTION



introduction:

techniques

- questioning.
- story-telling.
- quotation.
- statistics.
- video.
- Humor.
- Poem/song.

Never judge a book by it's cover.

The truth hurts.

Get your money's worth.

Technique used : QUOTATION

R.O.T. 2

PRODUCTS & SERVICES

TANGIBLE PRODUCT:

Features & Characteristics.

- colour
- size
- specifications
- ingredients / materials
- origins

Functions.

- the purpose of the product.
- solution offered to a problem.

Benefits / Advantages.

- durable
- spacious
- variety of choices
- affordable price
- easy to find
- mobile / handy

Signature / Tagline.

- catchy, meaningful & relatable



INTANGIBLE PRODUCT:

Features & Characteristics.

- physical features (if any)
- services offered
- location
- price range
- operation hours

Functions.

- the purpose of the service.
- solution offered to a problem.

Benefits / Advantages.

- durable
- spacious
- variety of choices
- affordable price
- easy to find
- mobile / handy

Signature / Tagline.

- catchy, meaningful & relatable



R.O.T. 3

PROCESSES & PROCEDURES

STEPS / WAYS / HOW TO...

- Linear (written) & Non-linear (graphic) forms.

10 STEPS IN MAKING HOMEMADE PIZZA

SLICE OF HEAVEN ON EVERY PLATE

- 1 PREPARE THE PIZZA DOUGH:**
First, mix flour, yeast, salt, and water in a bowl. Knead the dough until it's smooth and elastic. Let it rise in a warm place until doubled in size.
- 2 PREHEAT THE OVEN:**
Second, Preheat your oven to the highest temperature possible. Place a pizza stone or baking sheet in the oven to preheat as well.
- 3 ROLL OUT THE DOUGH**
On a floured surface, roll out the dough into your desired pizza shape and thickness. Use a rolling pin to achieve an even crust.
- 4 ADD SAUCE:**
Next, spread pizza sauce evenly over the rolled-out dough, leaving a small border around the edges.
- 5 SPRINKLE CHEESE:**
After that, sprinkle shredded mozzarella cheese (or your choice) over the sauce, ensuring complete coverage.
- 6 ADD TOPPINGS:**
Arrange your favorite toppings over the cheese, making sure they're evenly distributed.
- 7 BAKE THE PIZZA:**
Carefully transfer the pizza onto the preheated baking sheet, then bake for 10-15 minutes until the crust is golden and the cheese is bubbly.
- 8 CHECK FOR DONENESS:**
While baking, keep an eye on the pizza to avoid burning. You may need to rotate it halfway through for even cooking.
- 9 REMOVE FROM OVEN:**
Using oven mitts, carefully take the hot pizza out of the oven and move it to a cutting board. Be careful to prevent burns while handling.
- 10 SLICE AND SERVE:**
Finally, slice the pizza into portions and serve hot. Enjoy your homemade pizza with your favorite sides and beverages!

PREPARED BY: ANIS FARHANA BINTI ZAMZURI (14DHF22F2034)

9 STEPS ON HOW TO PURCHASE BUS TICKET ONLINE

- 1) VERIFIED ACCOUNT**
Firstly, fill up phone number and choose between Whatsapp or SMS to get OTP.
- 2) SELECT DATES AND DESTINATION**
Secondly, set the date and destination for your trip.
- 3) SELECT SUITABLE TIME**
Thirdly, choose the right time to start the errand.
CAUTIONS: Beware of the time that been chosen
- 4) CHOOSE A SEAT**
Then, select available seat according to your comfort.
- 5) SET YOUR BOARD AND DEPART POINT**
After that, confirm the boarding point & dropping point for your journey.
- 6) CONFIRM YOUR INFORMATION**
Furthermore, fill up personal information such as name, age, e-mail & phone number.
CAUTION: make sure the personal information is correct
- 7) SELECT PAYMENT METHOD**
Next, pay the ticket purchase by online bank transfer or e-wallet.
TIPS: First user will get more than 10% discount
- 8) BOOKINGS DETAILS**
Besides, check the reservation details on the bookings section.
- 9) RECEIVE EMAIL**
Finally, tickets will be given via email after payment is completed.

Nurul Aliah (F1030) Afrina Dania (F1058) Muhammad Zulhaikal (F1022)

10 STEPS OF IRON CUTTING TECHNIQUES

- 1**
First of all, find iron that is in good physical condition and the appropriate size for your needs, as this ensures durability and proper fit for your project.
- 2**
Next, measure the length of the iron and mark it using a marker to ensure accuracy and prevent any misalignment.
- 3**
Then, place the iron in the pipe vise for cutting and threading to ensure it is held securely in place while you work on it.
- 4**
Therefore, place the iron cutter on the marked spot accurately and securely.
- 5**
Then tighten it slightly, then rotate it around the iron to create a fine line for a neat finish.
- 6**
Moreover, tighten the cutter until it makes contact with the iron, rotate it to create a cut, and repeat until the iron is completely cut through.
- 7**
After that, use a file to smooth the end of the iron for a cleaner, polished finish and to eliminate sharp edges.
- 8**
Additionally, insert the pipe threading tool to create lines on the iron, which will prepare it for threading and ensure proper fitting with other components.
- 9**
Meanwhile, add a little oil if it's difficult to rotate, as this will make it smoother and easier to rotate.
- 10**
Last but not least, rotate the threading tool until you create enough lines for proper threading, and then you are finished.

PRECAUTIONS!

- Add a wear safety goggles, gloves, and ear protection when cutting iron.
- Ensure proper ventilation to reduce fumes and dust.
- Secure the iron piece with clamps to prevent movement.

DUE30022 - COMMUNICATIVE ENGLISH 2
ALIEYA NABILAH BINTI ABD LATIP (14DKA23F1056)
NURUL NABIHA BINTI NADIRAN (14DKA23F1080)

- Linking words/Sequence connectors.
* Firstly, secondly, next, after that, initially, finally...

R.O.T. 4

INSTRUCTIONS

STATE THE IMPERATIVES BASED ON THE PICTURE GIVEN

Clean up the dishes after use to practice good standards of workplace hygiene.

Keep your kitchen clean to ensure safe and health environment.

Throw the rubbish in the dustbin to avoid rodents and pests.



Do not practice bad habits as it may be followed by the younger generations.

Do not eat contaminated food as it may lead you to diarrhea or other gastrointestinal diseases.

Do not leave rotten food on the table to avoid unwanted infection.

STATE THE IMPERATIVES BASED ON THE PICTURE GIVEN

Switch off your computer when not in use to save electricity.

Minimize wall decorations to maintain distraction-free environment.

Keep your workstation neat and tidy to reduce stress.



Do not leave the dirty cups on your desk to avoid discomfort.

Do not leave the leftovers on your desk to avoid pest.

Do not put your drinks near the electronic device to avoid unwanted incidents.

R.O.T. 5

ENQUIRIES

ORAL ENQUIRIES

The purpose : to obtain information from the seller regarding products/services offered.

Answering Wh- & How

What (product, value proposition)

Who (stakeholders involved)

Which (benefits & advantages)

When (timings, specialty)

Where (channels, specialty)

Why (problem-solution)

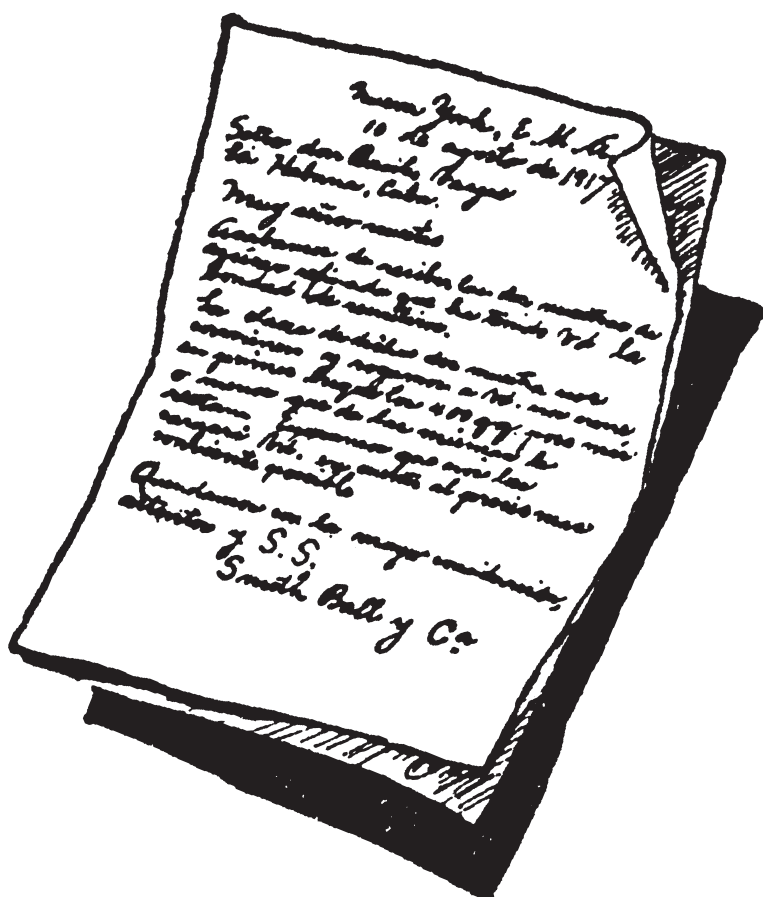
How (key activities)



WRITTEN ENQUIRIES

The purpose : to obtain information to sellers / manufacturers to get detailed information regarding products/services.

- Letter of inquiry (formal)
- Usually written in statements, not questions.
- Reasons to inquire:
price list, product sample, quotation, term of payment, term of delivery, catalogue, etc.



Examples:

1. "We're interested to know the...."
2. "Please send us the list of...."
3. "Could you please send me the..."
4. "I'm writing to enquire whether...."
5. "It would be grateful if you could share us the..."

SAMPLE OUTLINE

IMPORTANT!

THE DESCRIBED FEATURES TALLY WITH THE INFORMATION OF THE BENEFITS/ADVANTAGES

PRODUCT / SERVICE PITCHING OUTLINE	
Introduction:	
Functions:	
Describing features:	Benefits/Advantages:
1 Price : RM10	Cheap / Affordable
2 Compartments : 6	Spacious
3 Flavours: 4 (Mocha, Vanilla, Pistachio and Chocolate)	Various, rare options to choose
4 Size: Small, adjustable (5" to 12")	Mobile
Conclusion:	



Example:



“This exclusive handbag has 6 compartments which may accommodate your necessities as a working mother such as your make-up, your notebook, your gadget and your baby’s milk bottle.”

“This exclusive handbag has 6 compartments which is cheap and affordable.

AN EXAMPLE OF SELLING A DRYER MACHINE

PRODUCT / SERVICE PITCHING OUTLINE	
Introduction:	
Statistical evidence: MET Malaysia, 1800-3500mm per month	
Functions:	
Toshiba dryer : to dry clothes	
Describing features:	Benefits/Advantages:
1 Weight : 9KG	Mobile
2 Price: RM1,919	Affordable
3 Type: Heat pump	Easy to maintain, save electricity as compared to condensed-type
4 Warranty: 2 years +12 years motor warranty	Durable, longer lifespan
Conclusion:	
Call : 0144455	
Toshiba, Leading Innovation	

THE SUMMARY OF A PITCH DECK

5 sections:

i- introduction

- Introducing oneself.
- Choose a suitable technique.
- Lure the audience to know more about your product.

ii-body paragraph 1

- Describe features, characteristics & advantages.

iii-body paragraph 2

- Steps/ways/how to...

iv-body paragraph 3

- Traction / specialties: e.g.:
Promotions / warranty / assurance /
after-sales service / do's and don'ts
/ testimonials

v-conclusion

- Contact information.
- Punchline/tagline.



EXAMPLE OF THE WHOLE PITCH USING INE3PRO STRUCTURE

INTRODUCTION

Hello and welcome! My name is Aween, the Pet sitter for The House of Cats. According to **a statistic** from the Consumer Report Malaysia 2023, cats are by far the most popular pets for Malaysian pet owners, with 77.7% of pet owners having at least one cat at a time. This research is based on gathered insights from over 1,000 Malaysian respondents. So, Malaysians do love cats. However, do you, as a dedicated cat lover, have **problems** when going outstation, leaving your cats at home without supervision? Now, we're here to help and I'm thrilled to introduce you to **the House of Cats**; specialized in creating a loving and safe haven for your feline companions. Let me share more about what makes our service truly special!

IN

EXAMPLE OF THE WHOLE PITCH USING INE3PRO STRUCTURE

BODY PARAGRAPH 1

With over 10 years of experience, The House of Cat spans a **spacious** 1,500 square feet, featuring a cozy, inviting interior painted in soft pastel colors to create a **calming atmosphere**, and is proudly **established in Melaka**. As a dedicated cat lover, myself, I understand how important it is to find a **trustworthy** place for your cats while you're away. At the House of Cat, we prioritize your pet's comfort and happiness in an **affordable price**, starting from RM10 per night. The House of Cat offers 24 hours of service with trained professionals, and our specialized cat spa services enhance the pets' grooming experience, keeping them **healthy and happy**. Compared to other cat boarding services in this area, House of Cat provides more personalized experience with fewer pets per caretaker, ensuring that each cat receives the **utmost attention and care**, making it the most nurturing option available for your furry friends.

EXAMPLE OF THE WHOLE PITCH USING INE3PRO STRUCTURE

BODY PARAGRAPH 2

Now, how to book a cat hotel? No worries, simply follow these steps:

- **First**, go to the House of Cat website to view our services and facilities.
- **Then**, select the boarding or spa service that best suits your cat's needs.
- **After that**, complete the online booking form with your cat's details, your preferred dates, and any special requirements.
- **After submitting the form**, our team will review your request and send you a confirmation via email.
- **Next**, proceed with the payment through our secure online payment system.
- **Lastly**, on the day of your booking, bring your cat to our location for drop-off, and we'll take care of the rest!

EXAMPLE OF THE WHOLE PITCH USING **INE3PRO STRUCTURE**

BODY PARAGRAPH 3

It's as simple as ABC! Furthermore, **provide** us with your cat's up-to-date vaccination records and any special dietary needs to keep them healthy and comfortable during their stay. **Inform** us about any behavioral quirks or preferences your cat has, so we can tailor our care to meet their individual personality. **Do not leave** personal items with your cat, as these can get lost or damaged, and we want to maintain a safe environment for everyone. Also, **do not bring** excessive amounts of food or treats as it may bring discomfort to the cats.

EXAMPLE OF THE WHOLE PITCH USING **INE3PRO STRUCTURE**

CONCLUSION

Hence, you can ensure a safe and enjoyable experience at House of Cat, where we are dedicated to providing the best care for your furry family members. **How to reach us?** We can be easily contacted through our customer service email at *support@houseofcat.com* or by calling our hotline at *012-3456 7890*, where our friendly team will be ready to assist you for any enquiries or complaints.

“The House of Cats: Where cats are family”

Thank you.

EXERCISE 3

“Have you ever been caught in the rain without an umbrella? That moment of panic, the rush to find shelter, and arriving at your destination completely drenched—we’ve all experienced it. What’s even more frustrating is that, it’s a situation we could easily prepare for. And yet, many of us hesitate to carry an umbrella because of its bulky size or limited functionality. Well, today I’m here to introduce a smarter solution — the **SmartShield Umbrella**. It’s not just any umbrella; it’s a perfect blend of practicality, style, and innovation. Whether it’s rain or shine, **SmartShield** is your reliable everyday companion. So, why settle for the ordinary when you can have protection with purpose? Let me show you how this compact essential can make a big difference in your daily life...”

1. Identify **ONE** introduction technique used in the pitching above.
 - a) Humor.
 - b) Question.
 - c) Quotation.
 - d) Video.

Questions 2 and 3 are based on the closing pitch excerpt.

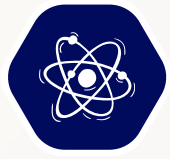
“With its sleek design, durable construction, and smart features, the **SmartShield Umbrella** is truly an umbrella reimaged for modern living. And yes — it even has its own website! Visit us at www.SmartShieldUmbrella.com to learn more, explore our features, or make your purchase. So don’t wait for the next unexpected downpour to remind you — be ready. Make the smart choice today. Choose **SmartShield** — because **staying dry should always be this easy.**”

2. Choose **THE MOST** important information mentioned in the closing pitch excerpt.
 - a) The website.
 - b) Features of the product.
 - c) Functions of the product.
 - d) The product specialties.
3. Which of the following is the product's **tagline**?
 - a) “Visit us at www.SmartShieldUmbrella.com.”
 - b) “SmartShield Umbrella is truly an umbrella reimaged for modern living.”
 - c) “Staying dry should always be this easy.”
 - d) “Don’t wait for the next unexpected downpour to remind you.”

THE ART OF COPYWRITING



WHAT IS COPYWRITING?

 The skill of crafting effective marketing content with a convincing and persuasive tone. It covers a wide range of formats—including advertisements, sales pages, product descriptions, email campaigns, and more.

1. To prompt readers to take a specific action, you need a persuasive text. The discipline that produces this text is called “copywriting.”

2. Specific actions involved for copywriting:

- * buying a product.
- * clicking a link.
- * signing up for a newsletter.
- * dialing the hotline number.

RESEARCH



CREATIVE WRITING



ENGAGING CONTENT



VOCABULARY



TARGET AUDIENCE



“

Convert your text to an impactful product pitching. It's a Call to Action!

”

Seal the Deal!



AI & COPYWRITING

THE RELATIONSHIP



AUTOMATE REPETITIVE WRITING TASKS.

- **AI helps in generating headlines, product descriptions, or social media captions.**



PERSONALIZATION AT SCALE.

- **AI analyzes user behavior and creates tailored messaging for different audience segments.**



OPTIMIZE THE SEO (SEARCH ENGINE OPTIMIZATION) ACTION.

- **AI helps identify high-ranking keywords and integrate them naturally into content.**



TEST AND ITERATE.

- **AI can test and detect variations of headlines, CTAs (Calls to Action), or email subject lines to find the most effective version.**

COMMON AI TOOLS FOR COPYWRITERS

Writesonic

Jasper

Claude

Copy.ai

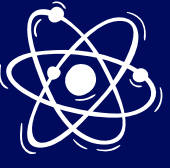
Gemini.ai

Copilot

ChatGPT

AI & COPYWRITING

THE BENEFITS



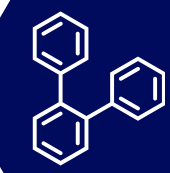
SPEED & EFFICIENCY

- **Drastically reduces time to create copy.**



CONSISTENCY

- **Maintains brand voice across large volumes of content.**



CREATIVITY BOOST

- **Sparks ideas or alternative phrasings.**



COST-EFFECTIVE

- **Reduces the need for large content teams.**

THE LIMITATIONS



LACKS TRUE EMOTIONAL INTELLIGENCE

- **AI may miss nuance or cultural sensitivity.**



GENERIC TONE

- **Without customization, content may sound robotic or bland.**



NEEDS HUMAN EDITING

- **Final output should be reviewed for tone, accuracy, and compliance.**

COPYWRITING



- A^t** **ATTENTION**
- I** **INTEREST**
- D** **DESIRE**
- A^e** **ACTION**

TRAIN YOUR EXPRESSION

1

INTRODUCTION

BEFORE:

"I am here to present you my product which is a Buffel Braun handbag."



AFTER:

"Have you ever experienced this in your life? Does these look appealing to you? Easily torn apart, different colour scheme as advertised and scammed by the price itself. Fret not! Our product is the solution..."

2

TARGET AUDIENCE

BEFORE:

"Actually, we're selling this handbag to all mothers who have problems in keeping their baby's necessities while travelling."



AFTER:

"This product is specially designed to all of you, dedicated mothers, who yearn for exclusivity while struggling in managing babies during outstation."

3

PRODUCT DESCRIPTION

BEFORE:

"This handbag has 3 important features: it's made of leather, various colours offered and cheap price too."



AFTER:

"This handbag is so durable as it is made of premium cow leather with 3 elegant colours offered which are black, brown and red. Besides, it's affordable with a price as low as RM200 for a custom-made finishing!"

"Change your expressions to change their impressions." – Anonymous

TRAIN YOUR EXPRESSION

4 CHANNEL

BEFORE:	AFTER:
"Go to our website buffelbraun.com for more details regarding this handbag."	"No worries, everything is at your fingertips. First, go to our website BuffelBraun.com. After that, choose your desired handbag and click "add to cart". Next, make a payment according to your preferred channel either FPX or bank transfer. Finally, wait for the item to be delivered, no more than 3 days. It's as simple as ABC!"

5 SPECIALTY / UNIQUENESS

BEFORE:	AFTER:
"You should buy our product from authorized sellers only. Also, we have special promotion on Fridays. Please check our website regularly. Remember, do not choose Cash On Delivery (COD) method because this beg is exclusive, must finish payment before arrival."	"Purchase our designer handbag from authorized sellers only to avoid counterfeit items. Check out on the perks and promotion every Friday through our website. Do not hesitate to chat or DM us for further details of your desired handbag. Besides, do not use Cash On Delivery (COD) method as the item is preorder and needs to be paid fully online before the item arrives at your doorstep."

6 CLOSURE

BEFORE:	AFTER:
"I think, that's all for my presentation. Any question, feel free to ask. Thank you."	"Don't forget to contact us for enquiries at 013-6616195 or check out on our website BuffelBraun.com. Our friendly customer service team is always happy to assist you." <i>Buffel Braun, exclusive is you. Thank you."</i>

"An average idea pitched brilliantly will often outperform a brilliant idea pitched poorly." – Dave McClure

EXAMPLE OF *SELLING A SMARTPHONE*

IMPORTANT!

PUT YOURSELF IN THE AUDIENCE SHOES! NOT ALL OF THEM ARE FAMILIAR WITH SUCH WORDINGS.

AVOID JARGONS!

FOCUS ON THE VALUE PROPOSITION: POINTS THAT SHOWS ADVANTAGES OF YOUR PRODUCTS

COMPARE YOUR PRODUCT ETHICALLY: PROVIDE TRUTHFUL INFORMATION / EXAMPLES TO SUPPORT YOUR CLAIM.

The Oppo Reno 12 has interesting features worth buying. The **CPU** is build with OctaCore, 4x2.5 GHz Cortex-A78 & 4x2.0 GHz Cortex-A55. It has 4nm **chipset** Mediatek Dimensity 7300 Energy with **internal storage** of 256GB ROM 8GB RAM, 256GB ROM 12GB RAM, and 512GB ROM 12GB RAM to choose from. The **screen** uses Corning Gorilla Glass 7i that is strong and durable for a long-term usage.



With more than 20 years of experience, Oppo has moved one step further to introduce a revolutionary product, Oppo Reno 12. The **build-in CPU** is 3 times faster than the Oppo Reno 5G. The feeling is like carrying a laptop with you, fast in performance and easy to carry! The **chipset** runs smoother than having an Oppo Reno 13 for a better gaming experience with very minimum internet lag. Plus, you have variety **internal and external storage** to choose with affordable prices starting from RM1,749 only. Also, the anti-scratch **screen** brings a peace of mind during your rough days doing tough assignments.

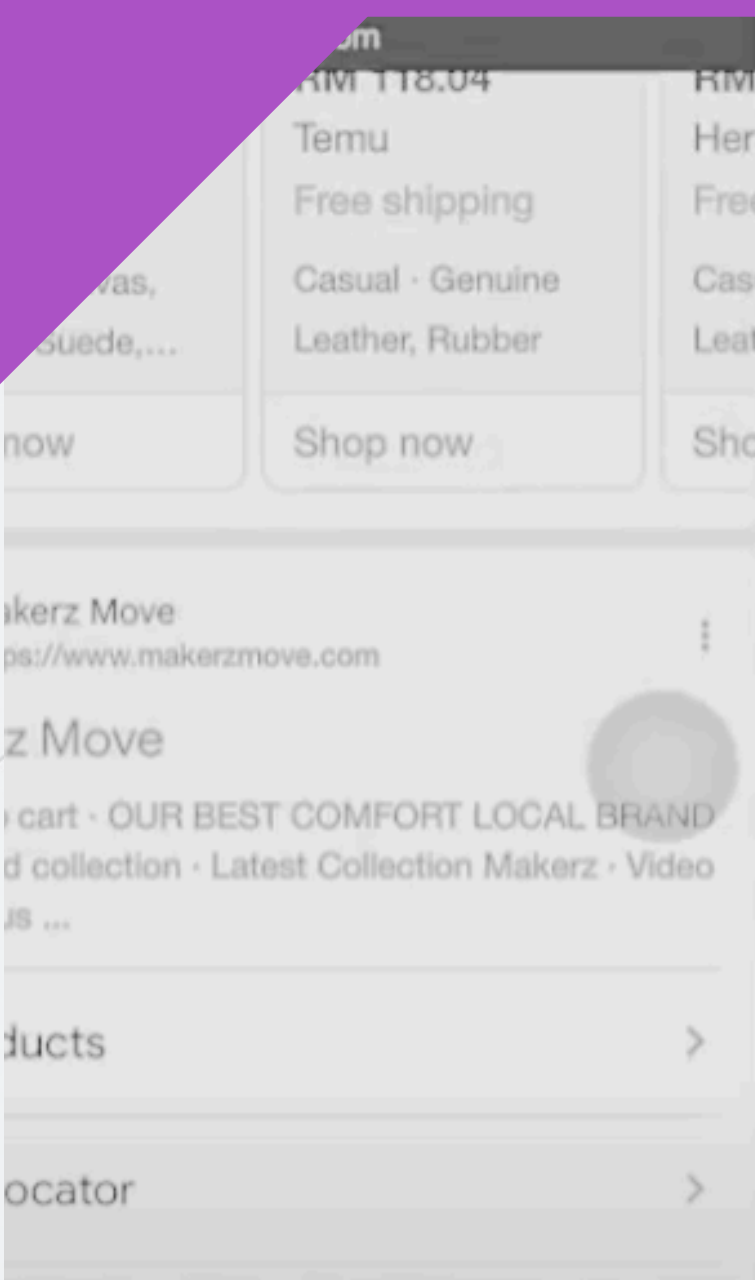


EXERCISE 4

1. What is **the main goal** of copywriting?
 - a) To inform the reader about recent events.
 - b) To describe literary techniques.
 - c) To persuade the audience to take a specific action.
 - d) To create long academic texts.
2. Describe **A-I-D-A** in copywriting approach.
 - a) Aspiration, Interest, Desire & Action.
 - b) Attention, Interest, Desire & Action.
 - c) Attention, Interest, Design & Action.
 - d) Attention, Interest, Desire & Ambiguity.
3. What is the **drawback** of AI?
 - a) Emotionless.
 - b) Save time.
 - c) Save money.
 - d) Creativity beyond limit.
4. Identify a statement that shows **ETHICAL COPYWRITING**.
 - a) To exaggerate benefits for maximum sales.
 - b) To manipulate emotions to close the deal.
 - c) To make the product appear exclusive at all costs.
 - d) To present honest, accurate, and transparent information.
5. Which of the following statements **BEST** reflect “a Call to Action”?
 - a) “This product is for all, as you may grab this for RM10 only.”
 - b) “This spirit level measuring tool weighs less than 1/2 kilos to ease your work from one place to another.”
 - c) “Only fools miss this opportunity!”
 - d) “Try it yourself. Experience the difference with a free trial today.”
6. Which of the following statements is **INCORRECT** about pitching?
 - a) Use more bombastic words to showcase your language.
 - b) Point out advantages of your product.
 - c) Show enthusiasm while pitching your product.
 - d) Pique your audience interest with some intriguing facts of your product.
7. How should **SENSITIVE TOPICS** (e.g., health, finance) be handled while pitching?
 - a) With dramatic claims to attract attention.
 - b) With disclaimers and factual information backed by credible sources.
 - c) With mystery and secrecy to boost curiosity.
 - d) By avoiding any mention of risks.



PHYSICAL *VS* VIRTUAL PITCH



your Makerz shoes will be on their way to your doorstep.

PHYSICAL VS VIRTUAL PITCH

Follow the steps in this book, and you'll be well on your way to mastering these elements:

1. **ine3PRO**

- Introduction
- Product and Services
- Process and Procedure
- Enquiry
- Instruction

2. **Business Model Canvas (BMC)**

- Key Partners, Activities & Resources
- Value Proposition
- Customer Relationship, Channels & Market Segment

3. **Multimodality**

- Linguistic
- Visual
- Aural
- Gestural
- Spatial

4. **Rules of Thumb (R.O.T.), Communicative English 2 subject.**

- R.O.T. 1 – Introduction
- R.O.T. 2 – Products & Services
- R.O.T. 3 – Processes & Procedures
- R.O.T. 4 – Instructions
- R.O.T. 5 – Enquiries

5. **A Pitch Deck**

- Introduction
- Body Paragraph 1
- Body Paragraph 2
- Body Paragraph 3
- Conclusion

6. **Copywriting**

- | | | |
|---------------|------------|--------------|
| - Definition | - Elements | - Advantages |
| - Limitations | - Examples | |

PHYSICAL VS VIRTUAL PITCH

The script is needed before the pitch occurs. And you have to be well-prepared physically and mentally. Once the preparation is done, you would not face any difficulties in presenting yourself as the spokesperson of your product, either face-to-face or on online platforms.

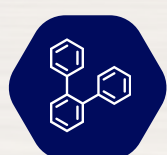
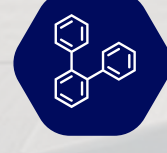
The steps for both face-to-face and online pitching are the same. But, for online or virtual pitching, you may need to be more techy in terms of:

- a) Technical setup (Video recording, editing, etc.).
- b) Platform used (Google Meet, Zoom, Webex, YouTube, etc.).

Live Virtual Pitch.

Live virtual pitching refers to presenting a business product, idea, service or business proposal to potential investors, clients, or partners in real time over an online platform such as Zoom, Microsoft Teams, Google Meet, or similar video conferencing tools. It mimics an in-person pitch but is conducted remotely and interactively via the internet. It requires adapting traditional pitching strategies to a virtual environment, focusing on engagement, clear communication, and technical proficiency.

KEY ELEMENTS OF A SUCCESSFUL LIVE VIRTUAL PITCH

-  Strong internet connection.
-  Proper technical preparation.
-  Prepare for technical glitches.
-  Know your audience.
-  Suitable online platforms (Google Meet/Microsoft Teams/Zoom/etc).
-  Be authentic and approachable.

PHYSICAL VS VIRTUAL PITCH

Recorded Pitch.

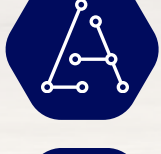
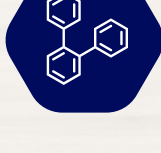
This is one interesting element in ine3PRO, whereby you are able to pitch, record and make it as part of your product advertisement without much cost. In spite of linguistic elements to be mastered, you have to go the extra mile in learning visual editing using video editors, such as:

- Canva
- Wondershare Filmora
- CapCut
- Kapwing
- Clipchamp
- WeVideo, etc.

Since the pitching is recorded, it can be repeated and edited anytime at your convenience.

Free to post your recorded product pitching videos on your YouTube channel, FB ads, etc.

KEY ELEMENTS OF A SUCCESSFUL RECORDED PITCH

-  Be presentable online.
-  Proper technical preparation.
-  User-friendly online interface.
-  Know your audience.
-  Beware of copyright infringement (like music, videos, books, artwork, software, etc.)
-  Be authentic and creative.

PHYSICAL VS VIRTUAL PITCH

SO, LET'S MAKE A CHANGE. FROM BEING...

S

SHY

L

LAZY

O

OUT-DATED

W

WASTEFUL

S

SLOPPY

TO...

F

FIRED UP!

L

LEAD!

O

OMNISCIENT!

W

WATCHFUL!

S

SMART!

SAMPLE VIDEOS



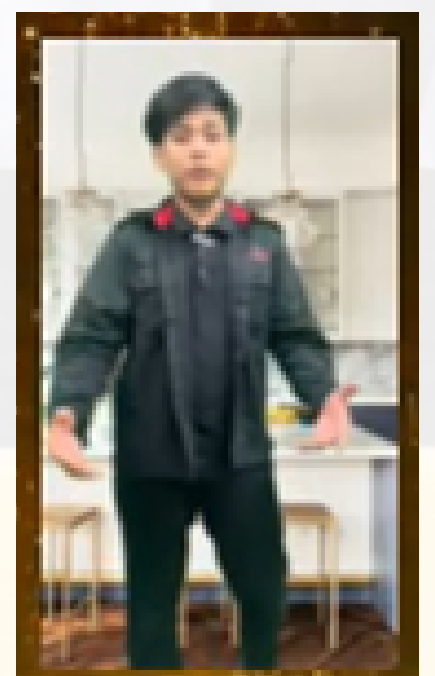
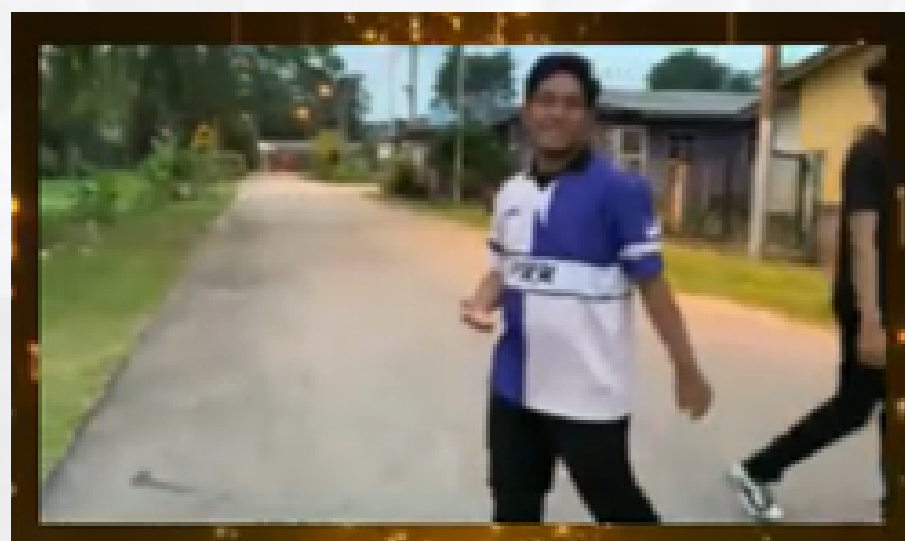
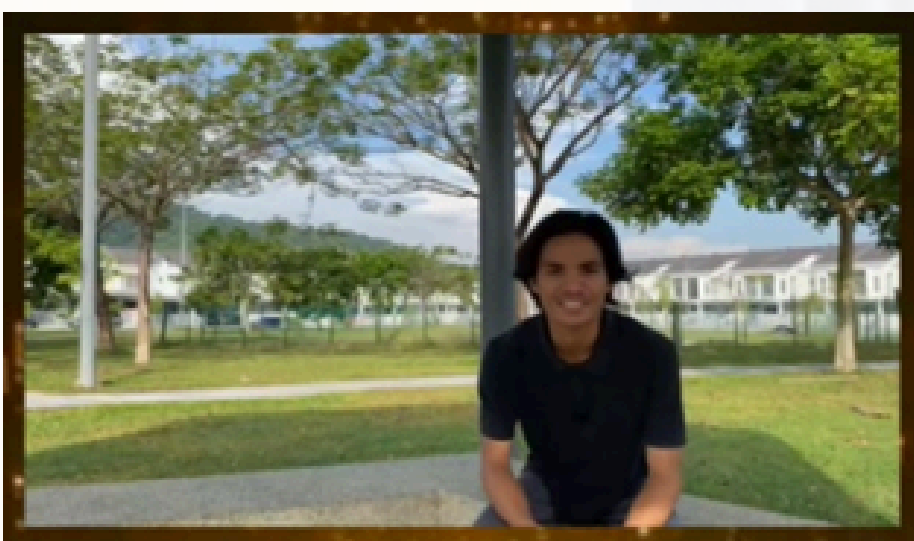
TANGIBLE PRODUCT

SCAN HERE TO WATCH
“SAMPLE VIDEO 1”



INTANGIBLE PRODUCT

SCAN HERE TO WATCH
“SAMPLE VIDEO 2”



EXERCISE 5

1. What is **a key advantage** of a virtual pitch compared to a physical pitch?
 - a) It requires expensive equipment.
 - b) It guarantees audience engagement.
 - c) It allows pitching to a geographically diverse audience.
 - d) It does not require preparation.
2. In a physical pitch, body language is **important** because..
 - a) It replaces the need for a clear message.
 - b) It distracts the audience from the content.
 - c) It helps convey confidence and engagement.
 - d) It is not visible to the audience.
3. Which of the following is **a challenge** of live virtual pitching?
 - a) No internet access needed.
 - b) Difficulty gauging audience reactions.
 - c) Higher travel expenses.
 - d) Easier time management.
4. Which of the following is **most important** for both virtual and physical pitches?
 - a) Fancy animations.
 - b) Fast internet connection.
 - c) A clear, compelling message.
 - d) Pre-recorded background music.
5. Select an action that **should be avoided** when recording an online pitch.
 - a) Too much pauses and fillers.
 - b) Energetic throughout the session.
 - c) Speak with confidence.
 - d) Use body language accordingly.
6. In a physical pitch, what helps build **credibility** with your audience?
 - a) Wearing casual clothing.
 - b) Reading from a script without eye contact.
 - c) Demonstrating product knowledge and answering questions clearly.
 - d) Ignoring time limits.
7. What makes a recorded pitch **a cost-effective** marketing tool?
 - a) It must be recorded in a studio.
 - b) It can be reused and shared multiple times without extra cost.
 - c) It replaces the need for product quality.
 - d) It requires high-end cameras and editing tools.



THE ANSWERS (EXERCISE 1-5)



ANSWER SCHEME

EXERCISE 1

1 - c 2 - a 3 - b 4 - b 5 - c

EXERCISE 2

1 - d 2 - b 3 - c 4 - d 5 - d

EXERCISE 3

1 - b 2 - a 3 - c

EXERCISE 4

1 - c 2 - b 3 - a 4 - d 5 - d
6 - a 7 - b

EXERCISE 5

1 - c 2 - c 3 - b 4 - c 5 - a
6 - c 7 - b



THE APPENDICES



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PRODUCT PITCHING PLAYBOOK

The **ine3PRO**

**INNOVATION FRAMEWORK:
FROM PITCHING TO ADVERTISEMENT**

Thank You

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