Sample Pitch Package — What One Credit Buys

Seller (fictional): Dana Whitfield, Whitfield Bookkeeping · Prospect (fictional): Marcus Lee, owner of a 3-location dental practice · Format: phone-ready MP4, narrated and captioned, prospect's name baked into the frame

What this sample is

PitchForge turns a 2-minute form into a personalized sales-pitch video for one named prospect. Your first demo render on the PitchForge page is free. This package shows a finished pitch in full — the exact script that was narrated, the frame-by-frame structure, and the delivery specs — so you can judge the real output before spending a dollar.

The generated script (word for word)

Hook (0:00–0:06). "Marcus — quick one. Your three locations booked 41 hygiene recalls last month that never got a reminder call. That's not a staffing problem. It's a follow-up problem."

Problem (0:06–0:24). "Every unconfirmed recall is a chair sitting empty at $340 an hour. Across three locations, even a 10% no-show rate quietly costs more than a part-time salary — every single month."

Offer (0:24–0:45). "Whitfield Bookkeeping runs recall follow-up for dental practices: we call, we confirm, we rebook the no-shows — and you get a one-page report every Friday showing exactly what we recovered."

Proof (0:45–0:58). "For a two-location practice in Queens, confirmed recalls rose 31% in the first 60 days. No new software for your team to learn. We work from your existing schedule."

Close (0:58–1:10). "Marcus, give us one location for one month. If the Friday report doesn't show recovered chairs, you don't renew. My number's on your screen — let's talk Tuesday."

Frame-by-frame structure

Frame	On screen	Why it works
1 — Name card	Prospect's name + practice name, full-screen	Personalization in the first two seconds is what stops the scroll.
2 — The number	"41 unconfirmed recalls" as a bold caption	A specific number from their world beats any generic claim.
3 — The cost	Empty-chair visual, $340/hr caption	Pain priced in dollars creates urgency without pressure tactics.
4 — The offer	Seller's name, service, Friday report promise	One clear offer, one tangible deliverable, zero jargon.

5 — Proof + close	Result caption, phone number, named day	A low-risk trial and a specific next step close the pitch.

Delivery specs

H.264 MP4, sized for the phone screen · full captions burned in · narration throughout · your details and your prospect's name rendered into the frames · credit packs never expire. Single pitch $9 · 5-pack $29 · 25-pack $79. If a paid render fails because of a defect on our side, we make it right — a replacement credit or a refund; the full policy is on the PitchForge page.