

Create Better Product Demos

Use this template as a starting place to outline your next product demo.

It starts with the question
your demo will explore...

1 Have you ever wondered _____ ?
(insert evocative question)

Then it continues with a
focused takeaway.

2a In this demo, I'll show you how _____
(your product)
enables you to _____
(focused takeaway)

"Show, don't tell" by describing that first screen that
will establish your demo's context and use case.

3 Here you're looking at _____
(describe the first screen)

Identify the journey your products make possible.
Keeping in mind that **high highs; require low lows**.

4a But the challenge is _____
(identify the problem your product will address)

Show the journey using the words "Because,
Therefore, and But" to build a cohesive narrative.

5a _____
(because, therefore, but)

5b _____
(because, therefore, but)

5c _____
(because, therefore, but)

5d _____
(because, therefore, but)

4b Until finally _____
(insert the outcome your product makes possible)

2b Now you've seen how _____
(your product)
enables you to _____
(focused takeaway)