

Telling & Selling Your Story

Maureen Ballatori, founder of 29 Design Studio
Michael Lightman, founder of Hate Your Deck

Today's Entertainers



Maureen Ballatori

Strategy + Visual Story



Mike Lightman

Content, Content, Content

Who's this Guy?

- Marketing Degree
- Peace Corps
- MBA
- NYC Venture Capital
- World Bank

Ask me about...

- Cycling, running, climbing, sci-fi, parenthood, writing a kids book, or tell me about your nerdiest hobby



Mike Lightman

Founder + CEO, Hate Your Deck

Who's that Lady?



Maureen Ballatori

Founder + CEO, 29 Design Studio

- Farming background
- Design Degree
- Focused on brand-building for food, beverage and agriculture
- Mom of 2
- Loves jigsaw puzzles and long walks through Target

TELLING YOUR STORY

Creating clarity.

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SUNY STARTUP
SUMMER SCHOOL

Who is it for?

Primary Audience

Additional Audience

Additional Audience

Additional Audience

What is the Goal?

What do I want to be known for?

Where's the opportunity to stand out?

How can I engage my target customer?

Research & Benchmarking

- Dive into your analytics
 - How are people finding you?
 - What kind of content do they engage with on social media?
 - What do they say to you at events?
- Look at competitors (at least 2) and aspirational brands (2)
 - What they do well
 - Room for improvement
 - Key takeaways
- Tools
 - SpyFu www.spyfu.com is great for keyword research and benchmarking
 - On-platform website and social media research

TELLING YOUR STORY

Building your strategy.

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Who are you as a Brand?

What my product/service does for the customer

How the customer would describe the product/service

How the brand makes the customer look

How the brand makes the customer feel

Brand Ladder

Positioning Statement:

For <who/customer>
that needs <what>,
<company>
<offers this unique value>.

↑	SOCIETAL BENEFIT <i>How will <company> impact the community?</i>	
↑	TRANSFORMATIONAL BENEFIT <i>How will <company> impact my life and business?</i>	
↑	EMOTIONAL BENEFITS <i>What will I feel working with <company>?</i>	
↑	FUNCTIONAL BENEFITS <i>How will I benefit from working with <company>?</i>	
↑	PRODUCT & SERVICE ATTRIBUTES <i>What are the features of <company> products and services?</i>	

Brand Ladder

Positioning Statement:

For contractors and constructors that need precast and specialty concrete forms, Zeiser Precast is the manufacturer that collaborates with you to create custom molds and quality products personalized to your project needs.

↑	<p>SOCIETAL BENEFIT How will Zeiser Precast impact the community?</p>	<ul style="list-style-type: none"> • Supports the local economy • Supports women-owned businesses • Safer and more effective construction sites with products suited to the job at hand
↑	<p>TRANSFORMATIONAL BENEFIT How will Zeiser Precast impact my life and business?</p>	<ul style="list-style-type: none"> • Streamlined processes and procurement • Customized products that meet job needs, instead of customizing the job to suit the product • A collaborative relationship to work through job site needs and potential challenges
↑	<p>EMOTIONAL BENEFITS What will I feel working with Zeiser Precast?</p>	<ul style="list-style-type: none"> • Confident that I am sourcing the right product for the project from a manufacturer committed to quality. • Proud to support a local, second generation woman-owned business.
↑	<p>FUNCTIONAL BENEFITS How will I benefit from working with Zeiser Precast?</p>	<ul style="list-style-type: none"> • One-stop shop for both precast concrete forms and specialty concrete products. • Personalized processes meet individual needs.
↑	<p>PRODUCT & SERVICE ATTRIBUTES What are the features of Zeiser Precast products and services?</p>	<ul style="list-style-type: none"> • Custom molds manufactured for specialty forms • Standard molds available for standard construction projects • Quality aggregate poured daily • Personalized approach to service and sales • Woman-owned business • NPCA certified • Over 77 years of business • Second generation business management

Fee Brothers

From the bitters in your cocktails to the splash of flavor in your coffee and every sip in between, Fee Brothers has been an industry favorite since 1864.



For the laid-back yet discerning wine lover, Billsboro Winery crafts dry classic European varietal wines for large and small and everyday celebrations.

SELLING YOUR STORY

What happens behind the scenes with investors?

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Have you ever Pitched?

Investors **don't**
actually know what
they're looking for



Sometimes I'll start a sentence and I don't even know where it's going. I just hope I find it along the way.

Guy Kawasaki is the GOAT



THE ONLY 10 SLIDES YOU NEED IN A PITCH



The purpose of a pitch is to stimulate interest, not to cover every aspect of your startup and bludgeon your audience into submission. Your objective is to generate enough interest to get a second meeting.

Thus, the recommended number of slides for a pitch is ten. This impossibly low number forces you to concentrate on the absolute essentials. You can add a few more, but you should never exceed fifteen slides—the more slides you need, the less compelling your idea.

THE TEN SLIDES ARE:

- 1**
TITLE
Provide company name, your name and title, address, email, and cell number.
- 2**
PROBLEM/OPPORTUNITY
Describe the pain that you're alleviating or the pleasure you're providing.
- 3**
- 4**
UNDERLYING MAGIC

Brilliant Founders. Sh*t Stories.



SELLING YOUR STORY

Inside the mind of the Investor

Investors need both information and story



"Fire good. All like fire. But sometimes fire not good.
That why Og make exciting new product. Og call it
'Bucket of Water.'"

What we'll learn today:

1

Key information
(strategy)

2

Storytelling
Mistakes

3

A New
Format

4

Examples

Important Content & Effective Storytelling



Everything you'll need:

**Market
Arbitrage**

**Trust +
Credibility**

**Business
Stuff**

**What's in
it for me?**

Market Arbitrage

*What is wrong with the market,
and why has nobody fixed it?*

ONE

INDUSTRY

What does the world look like today?

PROBLEM

Describe what should be on this card

ROOT CAUSE

Why has nobody fixed it?

TWO

THREE

FOUR

PAIN FELT

What is the pain users feel because of this?

SOLUTION PROPOSED

What are you doing differently?

WHAT'S NEXT

Where are you going from here?

Prove it.

Trust + Credibility

ONE

ACCOMPLISHMENTS

Describe what should be on this card

TEAM*

Why is this the right team?

TECH VALIDATION

What have you built to date?

TWO

THREE

FOUR

MARKET VALIDATION

Do customers want it?

STRATEGIC INVESTORS

Has any strategic validated this?

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*This normally isn't where the team slide goes, but it falls under Trust & Credibility



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SUMMER SCHOOL

Business Stuff

A snapshot of your business today. How to you make money? How will you keep competition out it?

ONE

NEW PRODUCT

If applicable, describe the new product you're launching

TWO

MARKET

How do you make money, who is your market, how big is your market, etc

COMPETITIVE LANDSCAPE

Who are you competing aginst?

THREE

COMPETITIVE ADVANTAGE

How will you beat them?

FOUR

TEAM

This is where the team slide goes

What's in it for me?

*What is your ask? What will people get in return?
Will their contribution get you to an
inflection point in your business?*

ONE

TWO

THREE

FOUR

PROJECTIONS

Historic & Future Revenue

ASK/USE OF FUNDS

How will you hit an inflection point in your company?

EXIT

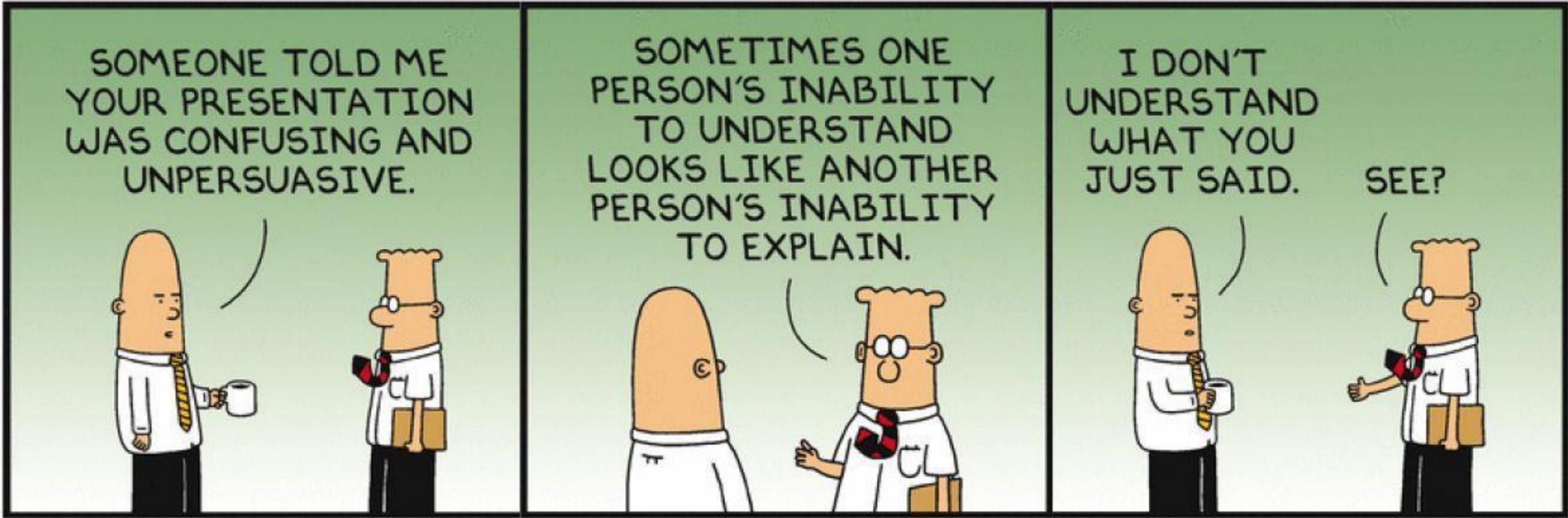
How will get your investor 5-7X in 5-7 years?



Even with the right content, you need a good story.

Here are some mistakes that will kill any story, (no matter how good it is).

The Curse of Knowledge



MISTAKE 1

MISTAKE 2

MISTAKE 3

MISTAKE 4

The False Consensus Effect



MISTAKE 1

MISTAKE 2

MISTAKE 3

MISTAKE 4

Brag the Right Way!

There's no such thing as bragging. You're either lying or telling the truth.

- Al Oliver

MISTAKE 1

MISTAKE 2

MISTAKE 3

MISTAKE 4



MISTAKE 1

MISTAKE 2

MISTAKE 3

MISTAKE 4

TELLING + SELLING YOUR STORY

Good design
is critical.

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Good Design Builds Trust

“If users find experiences familiar at a level of basic appearance and interaction, they will be able to use it without instruction, feel more confident and safe, be in control of their own experience and actions and therefore.. trust.”

Great article!



★ Member-only story

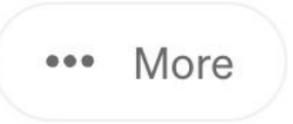
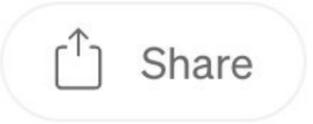
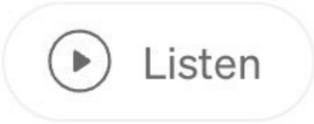
14 ways that good design builds trust with users

What it is, why it matters, how to do it



H Locke · [Follow](#)

10 min read · Feb 4, 2021



One sentence to make a point

Visuals to prove your point

(with emphasis)

on the majority of the page

Homesteads for Hope Before + After

BEFORE



https://drive.google.com/open?id=1tEZbApA73P4p_PDJPYKZF4xBSThB6FWr&usp=drive_fs

AFTER



https://drive.google.com/open?id=1du7KwsAySyjp4T-9p7wWoxDMbdxTOqmw&usp=drive_fs

HubController Before + After

BEFORE



AFTER



<https://www.dropbox.com/scl/fo/80arnepb4cg95hqul8u9/h?rlkey=wy4o4e8co8spr6g4e00ct9hc8&dl=0>

TELLING + SELLING YOUR STORY

Plot vs. Story

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THE FIRST BOOK OF A Song of Ice and Fire

SUMMERS SPAN DECADES.
WINTER CAN LAST A LIFETIME.
AND THE STRUGGLE FOR THE IRON
THRONE HAS BEGUN.

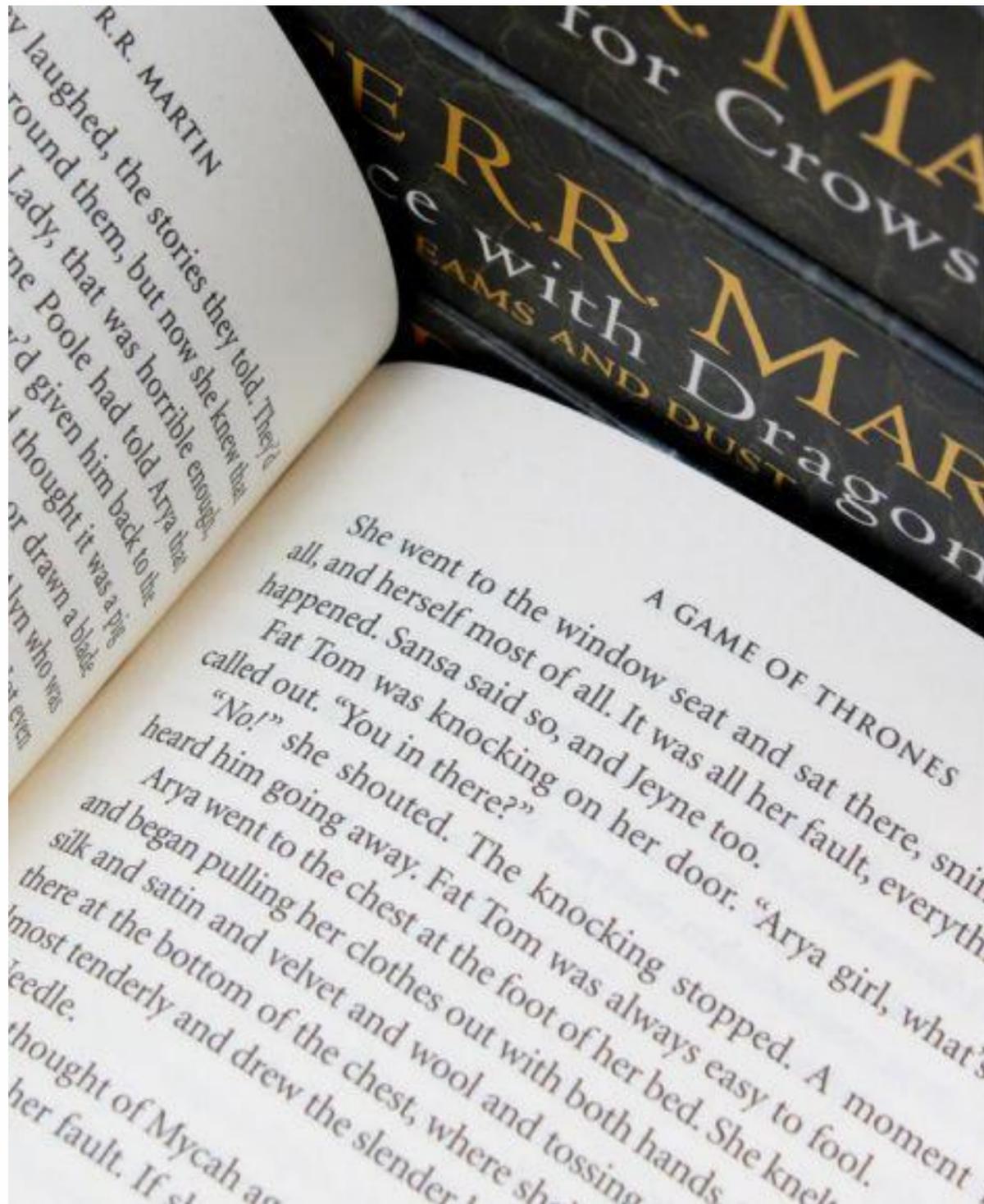
As Warden of the north, Lord Eddard Stark counts it a curse when King Robert bestows on him the office of the Hand. His honour weighs him down at court where a true man does what he will, not what he must ... and a dead enemy is a thing of beauty.

The old gods have no power in the south, Stark's family is split and there is treachery at court. Worse, the vengeance-mad heir of the deposed Dragon King has grown to maturity in exile in the Free Cities. He claims the Iron Throne.

'Colossal, staggering ... Martin captures all the intoxicating complexity of the Wars of the Roses or Imperial Rome'

SFX

GAME OF THRONES



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Children's Books



That's all, folks! Thank You!



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