

# Telling & Selling Your Story

Maureen Ballatori, founder of Agency 29  
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, Agency 29

- 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.



**Maureen Ballatori**  
*Strategy + Visual Story*

AGENCY 29

+



# 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](http://www.spyfu.com) is great for keyword research and benchmarking
  - On-platform website and social media research



TELLING YOUR STORY

# Building your strategy.



Maureen Ballatori  
*Strategy + Visual Story*

AGENCY 29

+



SHATE YOUR DECK!

# 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>.

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

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

*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?



Mike Lightman  
*Content, Content, Content*





Who has built a deck?



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.



# Brilliant Founders. Sh\*t Stories.



SELLING YOUR STORY

# Inside the mind of the Investor



Mike Lightman  
*Content, Content, Content*

AGENCY 29

+



HATE YOUR DECK!

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

TWO

## TEAM\*

Why is this the right team?

## TECH VALIDATION

What have you built to date?

THREE

## MARKET VALIDATION

Do customers want it?

FOUR

## STRATEGIC INVESTORS

Has any strategic validated this?

# 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?

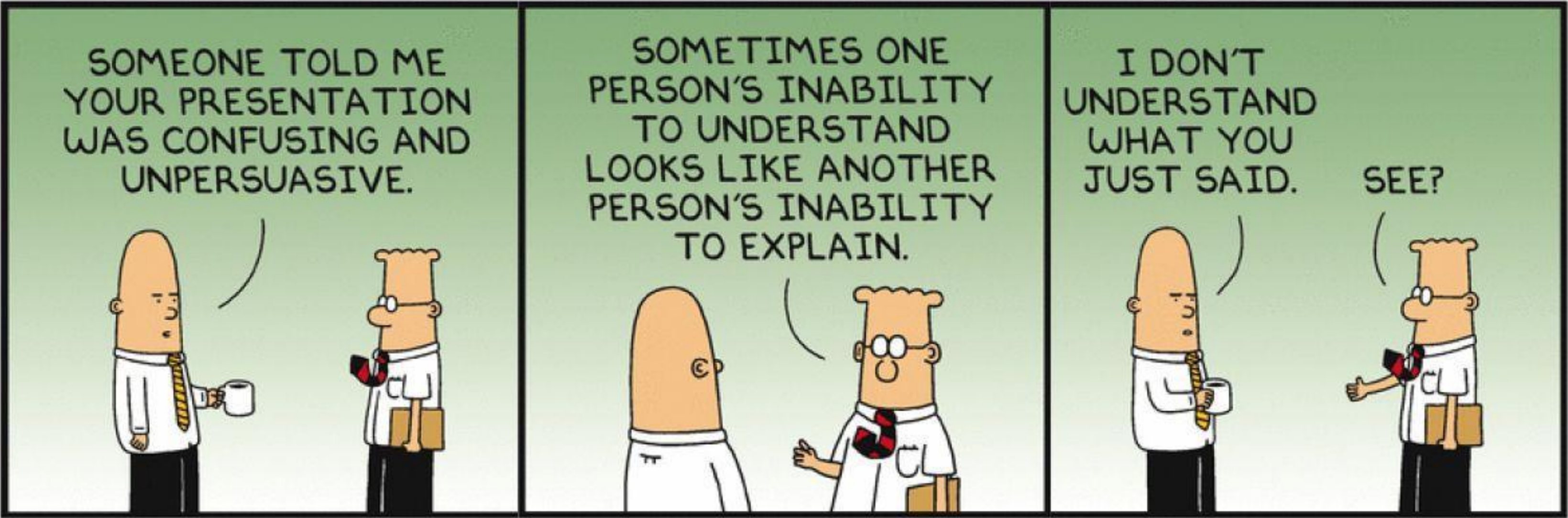


Even with the right  
content, you need a  
good story.

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.



Maureen Ballatori  
*Strategy + Visual Story*

AGENCY 29

+



# 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

Listen

Share

More

# Homesteads for Hope Before + After

## BEFORE



[https://drive.google.com/open?id=1tEZbApA73P4p\\_PDJPYKZF4xBSThB6FWr&usp=drive\\_fs](https://drive.google.com/open?id=1tEZbApA73P4p_PDJPYKZF4xBSThB6FWr&usp=drive_fs)

## AFTER



[https://drive.google.com/open?id=1du7KwsAySyjp4T-9p7wWoxDMbdxTOgmw&usp=drive\\_fs](https://drive.google.com/open?id=1du7KwsAySyjp4T-9p7wWoxDMbdxTOgmw&usp=drive_fs)



# HubController Before + After

## BEFORE



## AFTER



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

TELLING + SELLING YOUR STORY

# How do you make your deck a story?



Mike Lightman  
*Content, Content, Content*



# Children's Books





# One sentence to make a point

## Visuals to prove your point

(with emphasis)

## on the majority of the page

# That's all, folks! Thank You!



**Maureen Ballatori**  
maureen@agency29.com



**Mike Lightman**  
mike@hateyourdeck.com