



Storytelling & Branding

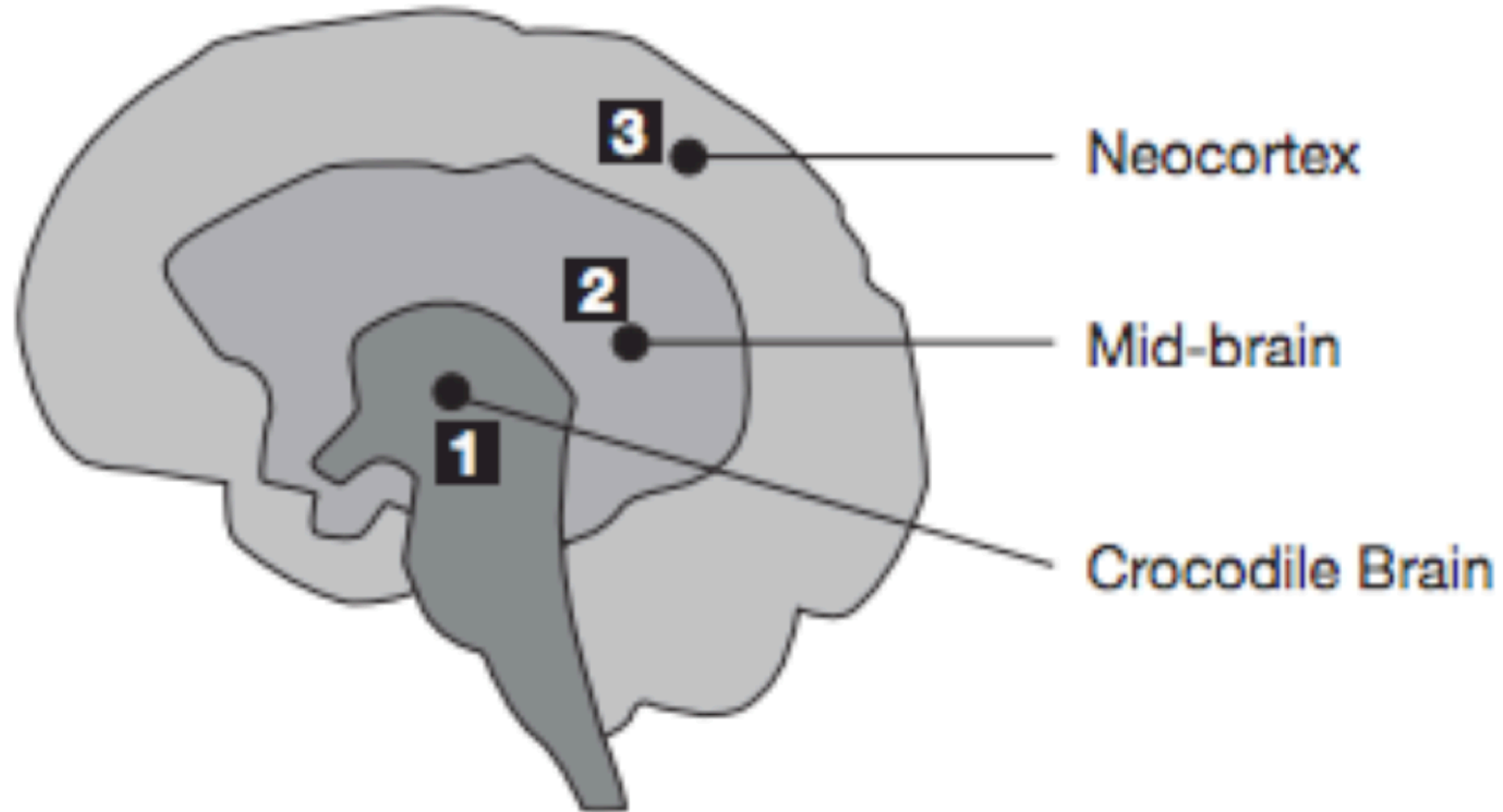
“There is a fundamental disconnect between the way we pitch anything and the way it is received by our audience. As a result, at the crucial moment, when it is most important to be convincing, nine out of ten times, we are not. Our most important messages have a surprisingly low chance of getting through” - Oren Klaff, Author of Pitch Anything, the foundation for this class.

Pitching gets a weird rep; it's all about fundraising thanks to Shark Tank, pitch competitions, and the myth of the business plan. But really, you're pitching when you show up to the bank, when recruiting team members, when negotiating lease rates, when collaborating with people along your supply chain. Each of these pitches could be over zoom, phone, in-person...and they could allot you 20 seconds or 20 minutes....or they could be Q and A, traditional pitches, powerpoint style....and there could be anything from 6 seconds to 6 months to prepare. So with all these ridiculous variables, how do we actual prepare? The answer is we understand the root of how people interpret new ideas and then frame our stories to sit nicely within them.

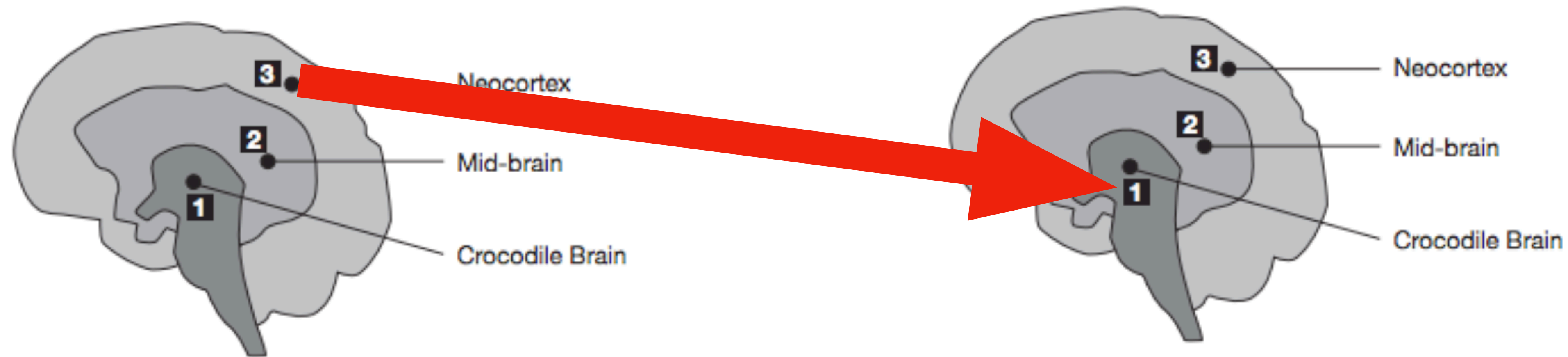
What Is The Presenter's Problem?

- We, as the founder, are the foremost expert in the world at our business/solution.
- Our familiarity and expertise makes us the equivalent of that super nerd trying to explain something complicated to a normal person.
- It's almost like our biggest strength becomes our biggest weakness if we're not capable of harnessing it.

The Crocodile Brain



Our Expertise Is Coming From Our Neocortex, Our Listener's Brain Is First Hearing It Through The Lens Of the Crocodile Brain. This Is A Massive Disconnect.



- You don't get to truly start communicating with people until after you've passed through the croc brain.
- It is the gatekeeper before any of your intelligence, and rationale will make sense.
- For centuries we survived because we err on the side of caution. It used to be to not get decapitated by a woolly mammoth, and now it's by a pitch that wants us to do something.
- Far too many entrepreneurs start off by assuming that because they're talking to a smart person they're talking from neocortex to neocortex.

The Filtering System

- This filtering system of the crocodile brain has a very short-sighted view of the world. Anything that is not a crisis it tries to mark as “spam”
- Boring: Ignore it
- Dangerous: fight/run
- Complicated: radically summarize (invariably causing a lot to be lost in the process) and pass it in severely truncated form.

The Reality Of How A New Person Will Be Interpreting Your New Ideas

- Going to ignore you if possible.
- Only focused on the big picture (and needs high-contrast and well-differentiated options to choose between).
- Emotional, in the sense it will respond emotionally to what it sees and hears, but most of the time that emotional response is fear.
- Focused on the here and now with short attention span that craves novelty.
- In need of concrete facts - it looks for verified evidence and doesn't like abstract concepts.

The Idea Introduction Pattern

- “For [target customers]
- Who are dissatisfied with [the current offerings in the market].
- My idea/product is a [new idea or product category].
- That provides [key problem/solution features].
- Unlike [the competing product].
- My idea/product is [describe key features].

Example

- “For companies with large buildings in California or Arizona,
- Who are dissatisfied with their aging solar panels.
- My product is a plug-and-play solar accelerator
- That provides 35 percent more energy from old panels. And unlike the cost of replacing panels,
- My product is inexpensive and has no moving parts.”

Context Matters

- How long do you have to talk?
- Is this a conversation, a pitch, an Q&A?
- What is the actual point of this meeting?
- Who is leading the meeting?

Perception is An Emotionally Charged Reality That...

- Increases stock prices
- Makes recruiting and retaining employees easier
- Makes sales easier
- Increases what you can charge for your product
- This is a non-exhaustive list. It essentially lubricates everything.

A Logo Is Not A Brand

The Assets That Define Your Brand

- Videos and pictures for your website
- A solid written story for your website
- Inspirational/educational sentences and paragraphs for social media
Pictures and videos for +social media
- Hardcopy pamphlets, fliers, executive summaries
- Trade-show booth design
- Podcasts
- Background music
- Blogs
- E-Books
- LinkedIn Accounts

Now, Let's Turn Those Assets Into Your Brand

- Step one, draw a line in the sand
- Step two, pick a design thesis (colors, attitude, fonts)
- Step three, make sure step one and two match how the crocodile brain thinks. Remember, the crocodile brain's first interaction with you might be your FAQ page, or a video on your twitter account, or your response to a yelp review.
- Step four, determine which assets are priorities now, which are on-deck, and which can be put off until later.
- Step five, start building or outsourcing the creation of each of these assets to match all the steps.