Marketing Tips for Entrepreneurs & Intrapreneurs

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WIIFM?

Talk about WHY, not WHAT or HOW

Talk about OUTCOMES

Ask clients “How would you describe us to a colleague?”
Elevator pitches
Die, elevator pitches, die!

Once upon a time...
Elevator ping-pong

3-second hook – start a conversation

AED (defib) salesperson: I sell human jumper cables

Info pro: We find what Google won’t show you

Info pro: I'm the one who squeezes the library into your smartphone
Elevator Q&A

You know how {describe problem, in one breath}?

Well, we {describe what your clients get, in one breath}
You know what it's like to walk into a key donor's office and get blindsided?

Well, I can brief you the morning of the appointment with the latest on your donor.
Elevator story-telling

Tell a 3-sentence story

The situation
What you delivered
The result for my client
Tell a 3-sentence story

1. Describe the situation

One of our org’s goals is to prepare youth for today’s job market
2. What you did

Through a library workshop, 45 students learned how to build and program a communications robot for autistic kids
3. What was the result?

We partnered with a local company who hired the kids to design more robots.
Tell a 3-sentence story

If you’re an entrepreneur...

4. What did it cost?

Our client paid $XX,XXX for us to develop the workshop and facilitate the local partnership.
“But they just don’t get it!”
YOU need to change...

WHO

WHAT

HOW

WHEN

WHY
YOU need to change...

WHO you are talking with
Are they potential clients?

WHAT you say
Are you talking about THEIR concerns?
YOU need to change...

HOW you say it
Are you talking where they hear you?

WHEN you say it
Are you *consistently* talking when they are paying attention?
YOU need to change...

WHY you say it

Are you 100% focused on your clients’ outcome?
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