



# **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!





# 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}



## Q&A example

**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*



# Tell a 3-sentence story

## 2. What you did

***Through a library workshop, 45 students learned how to build and program a communications robot for autistic kids***



# Tell a 3-sentence story

## **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?**



# Slides at [BatesInfo.com](http://BatesInfo.com)

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