



# Be Unique or Be Ignored

*How to Grab Investors & Customers*

## Marc H. Rudov

Branding • Marketing

The WhiteNoise Doctor™

MarcRudov.com

© 2010 Marc Rudov

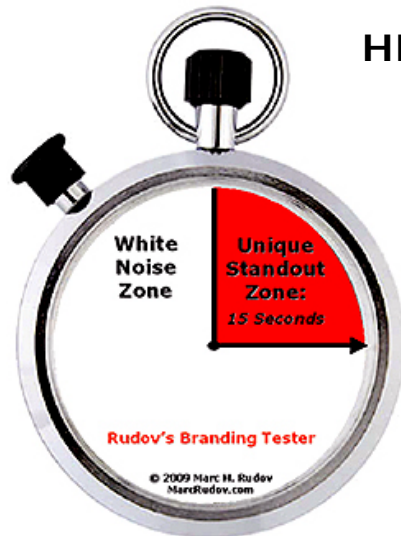


# Be Unique or Be Ignored

*How to Grab Investors & Customers*

## Do They "Get" You in 15 Seconds?

HINT: *They Don't*



**The WhiteNoise Doctor™**

**MarcRudov.com**

© 2010 Marc Rudov



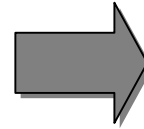
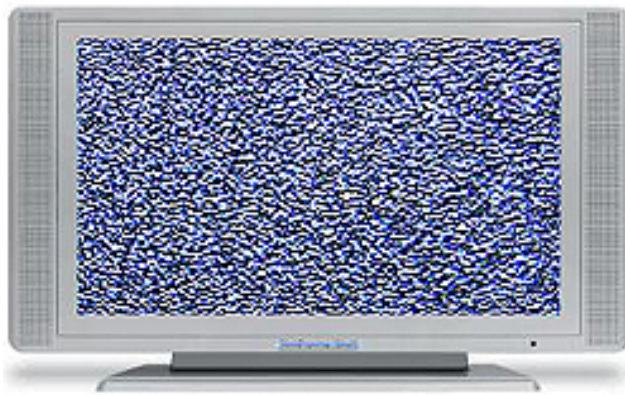
# Be Unique or Be Ignored

*How to Grab Investors & Customers*

---

## You're in the White Noise

(along with 95% of *all* companies)



**The WhiteNoise Doctor™**

**MarcRudov.com**

© 2010 Marc Rudov



# Be Unique or Be Ignored

*How to Grab Investors & Customers*

---

## White Noise Wastes Time & Money

Customers *Want* a **Unique Standout.**

So Do Your Salespeople.

And Your Channel Partners.

*And* Your Stockholders.

**The WhiteNoise Doctor™**

**MarcRudov.com**

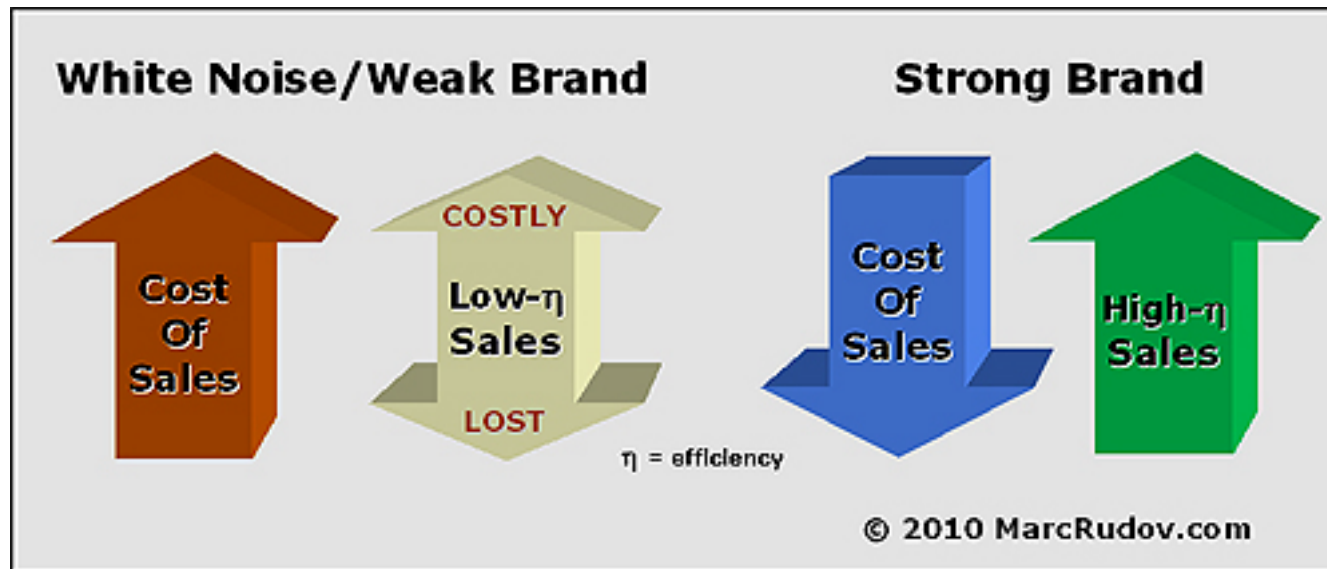
© 2010 Marc Rudov



# Be Unique or Be Ignored

*How to Grab Investors & Customers*

## Exceed 15 Seconds: Kill IRR *Most CEOs and VCs Don't Care*





# Be Unique or Be Ignored

*How to Grab Investors & Customers*

---

## What Is a Brand

**Value Proposition** – *NOT* a logo

### OLD BRAND

- Power
- Prosperity
- Pride
- Liberty



### NEW BRAND

- Impotence
- Insolvency
- Inferiority
- Fascism

**SAME LOGO**



# Be Unique or Be Ignored

*How to Grab Investors & Customers*

---

## How to “Grab” Them

Build **GutShare™**  
(*not mindshare*)

*People Decide with Their Guts*  
(*not their heads*)



# Be Unique or Be Ignored

*How to Grab Investors & Customers*

## GutShare™ 101: Step #1

### Leverage Executive Emotions

**Power**



**Reputation**



**The WhiteNoise Doctor™**

**MarcRudov.com**

© 2010 Marc Rudov



# Be Unique or Be Ignored

*How to Grab Investors & Customers*

---

## GutShare™ 101: Step #2

**Investors & Customers Must:**

*React* to your words

*Remember* your words

*Repeat* your words.



# Be Unique or Be Ignored

*How to Grab Investors & Customers*

---

## Why Most Branding Fails

People Like to Blend

Blending



Branding



They'll Be Ignored

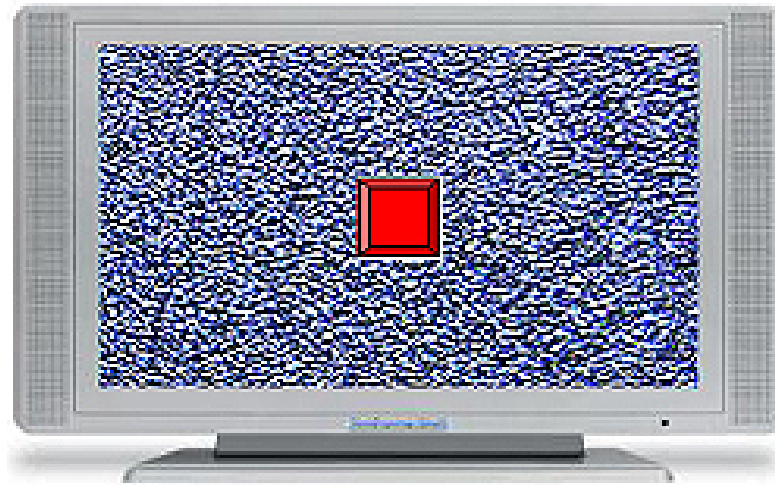
The WhiteNoise Doctor™

MarcRudov.com

© 2010 Marc Rudov



# Be Unique



# Grab Them

**The WhiteNoise Doctor™**

**MarcRudov.com**

© 2010 Marc Rudov