



# Be Unique or Be Ignored

*How to Grab Investors & Customers*

## Marc H. Rudov

Branding • Marketing

The WhiteNoise Doctor™

MarcRudov.com

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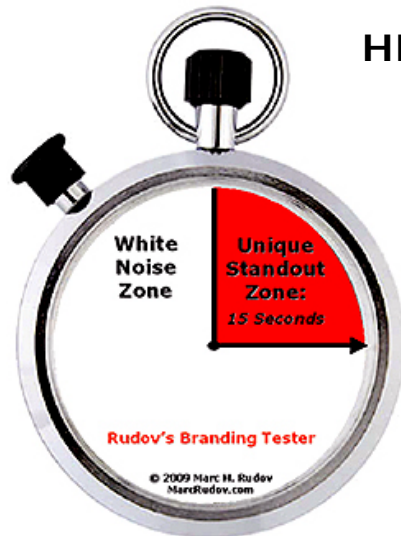


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## Do They "Get" You in 15 Seconds?

HINT: *They Don't*



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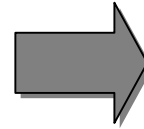
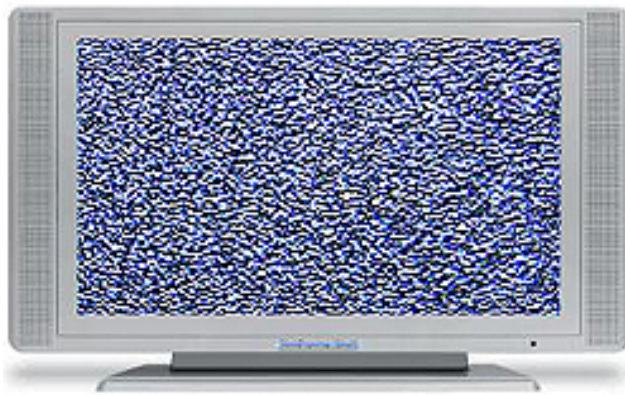
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## You're in the White Noise

(along with 95% of *all* companies)



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## White Noise Wastes Time & Money

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

So Do Your Salespeople.

And Your Channel Partners.

*And* Your Stockholders.

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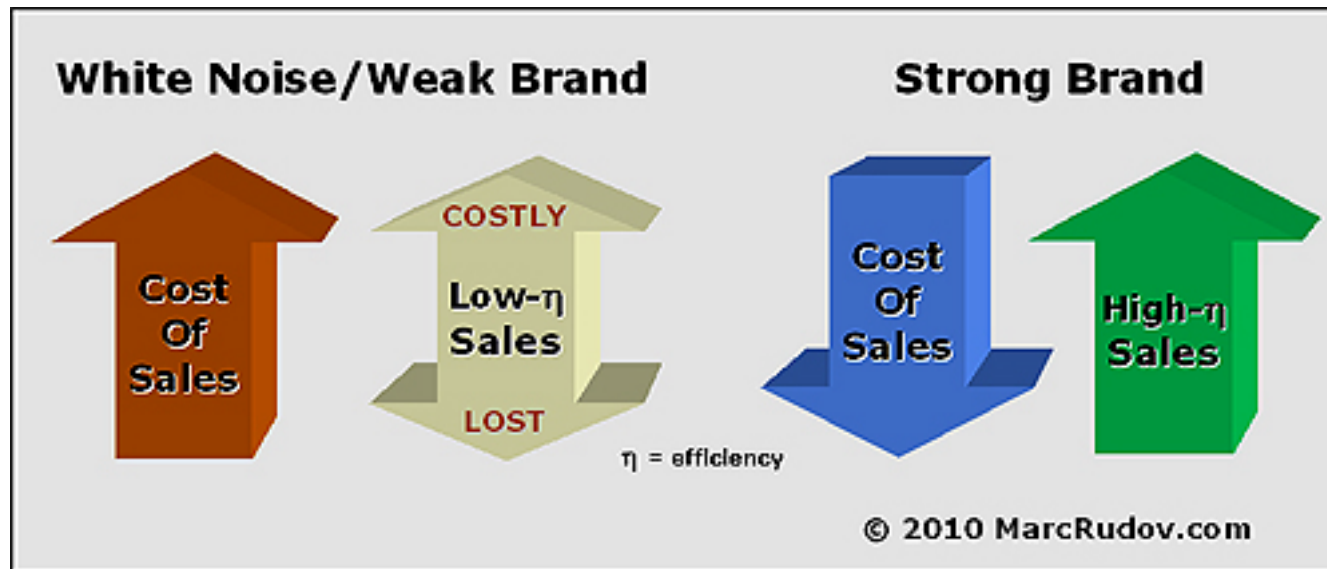
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## Exceed 15 Seconds: Kill IRR *Most CEOs and VCs Don't Care*





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## What Is a Brand

**Value Proposition** – *NOT* a logo

### OLD BRAND

- Power
- Prosperity
- Pride
- Liberty



### NEW BRAND

- Impotence
- Insolvency
- Inferiority
- Fascism

**SAME LOGO**



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## How to “Grab” Them

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

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



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## GutShare™ 101: Step #1

### Leverage Executive Emotions

**Power**



**Reputation**



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## GutShare™ 101: Step #2

**Investors & Customers Must:**

*React* to your words

*Remember* your words

*Repeat* your words.



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## Why Most Branding Fails

People Like to Blend

Blending



Branding



They'll Be Ignored

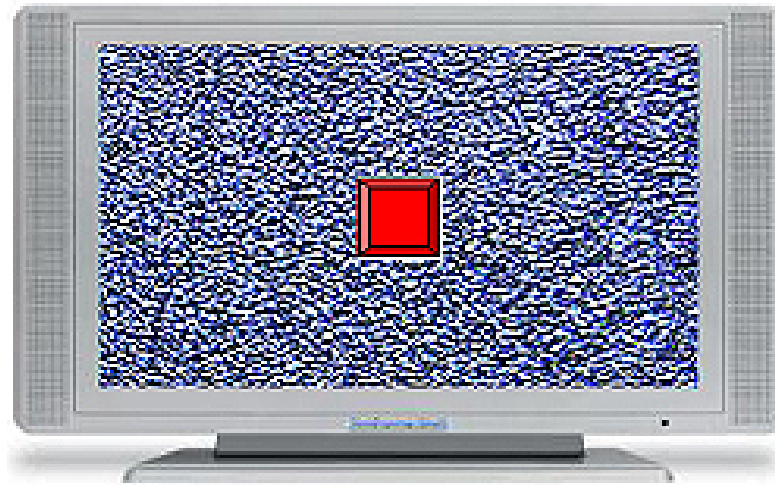
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# Be Unique



# Grab Them

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