

**Be Unique or Be Ignored™**

***Polishing Your Pitch***  
**(Burnishing Your Brand)**

**Marc H. Rudov**  
Branding • Marketing

# You Can't Polish Coal

*Eliminate Jargon. Start Over.*

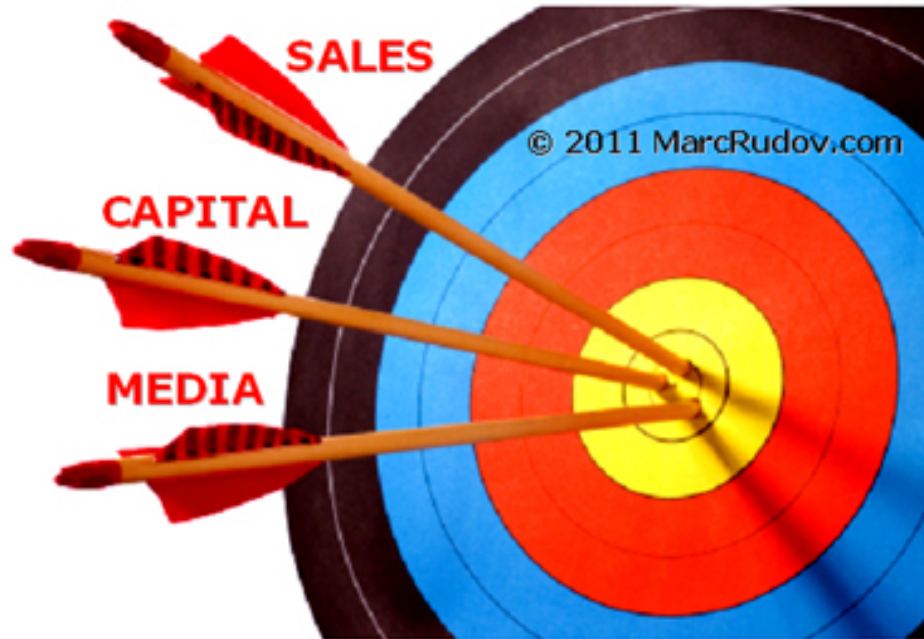
Jargon =  = White Noise



Weak Brand

StartupMonthly

# Can't Hit Your Target



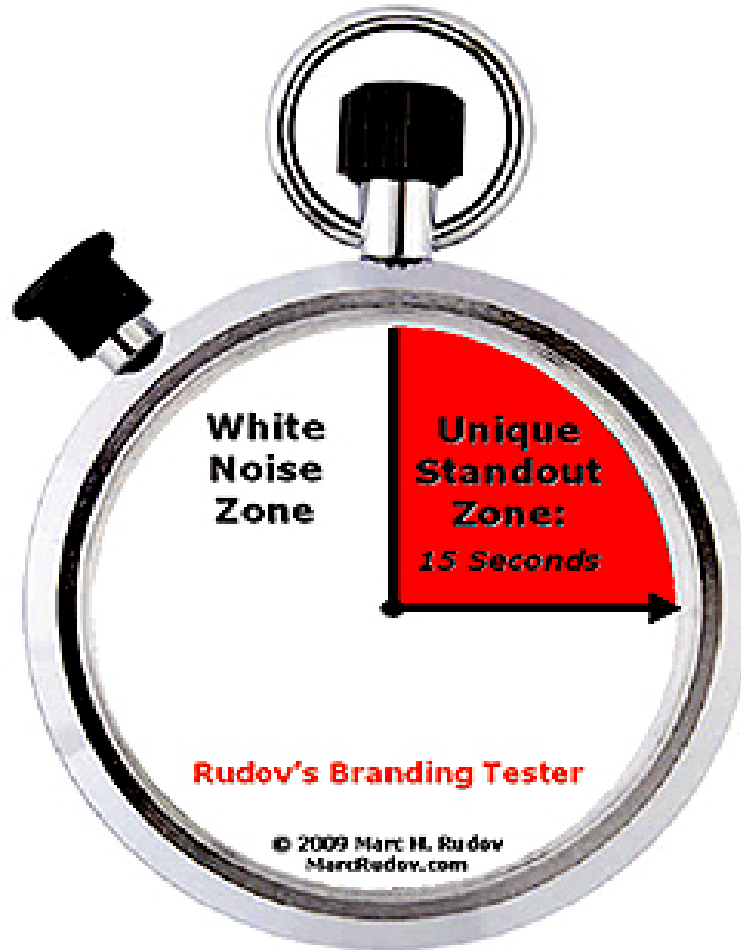
*With a Weak Brand*

The WhiteNoise Doctor™

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Do  
They  
"Get"  
You



In 15  
Seconds?

HINT: No, *They Don't*

# Where's Your Company?

## Swimming in the White Noise



# What Is a Brand

**Value Proposition** – *NOT* a logo

## OLD BRAND

- Power
- Prosperity
- Pride
- Liberty



## NEW BRAND

- Impotence
- Insolvency
- Inferiority
- Fascism

**SAME LOGO**

# Top Branding Fallacies

- Branding is for “consumer” companies
- Social media can offset weak branding
- PR/advertising = branding
- Fancy logo = branding
- Branding = postponable luxury

# What Is Branding?

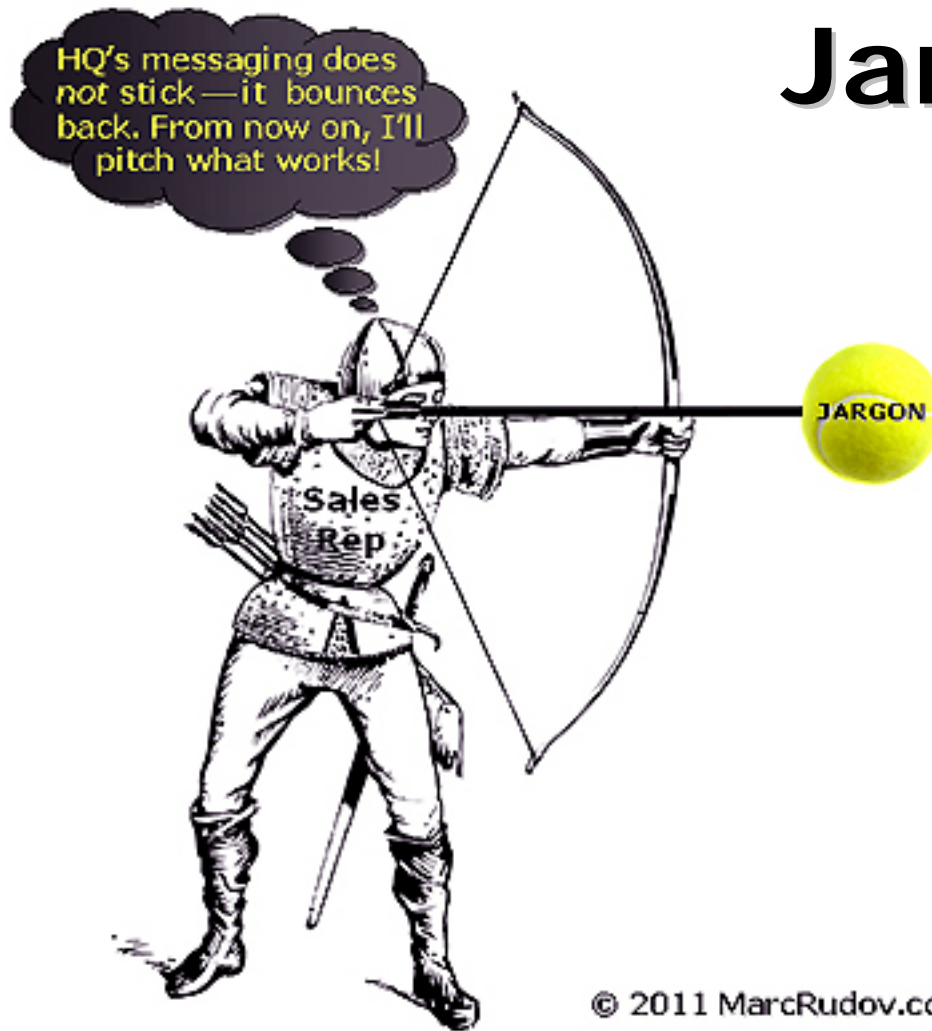
Articulating your company's value proposition, *in customer language*, in 15 seconds, so that customers, investors, and media pros will **REACT** to, **REMEMBER**, and **REPEAT** them.

**React • Remember • Repeat**

# What's Customer Language?



Customer language is *not* vendor technojargon!



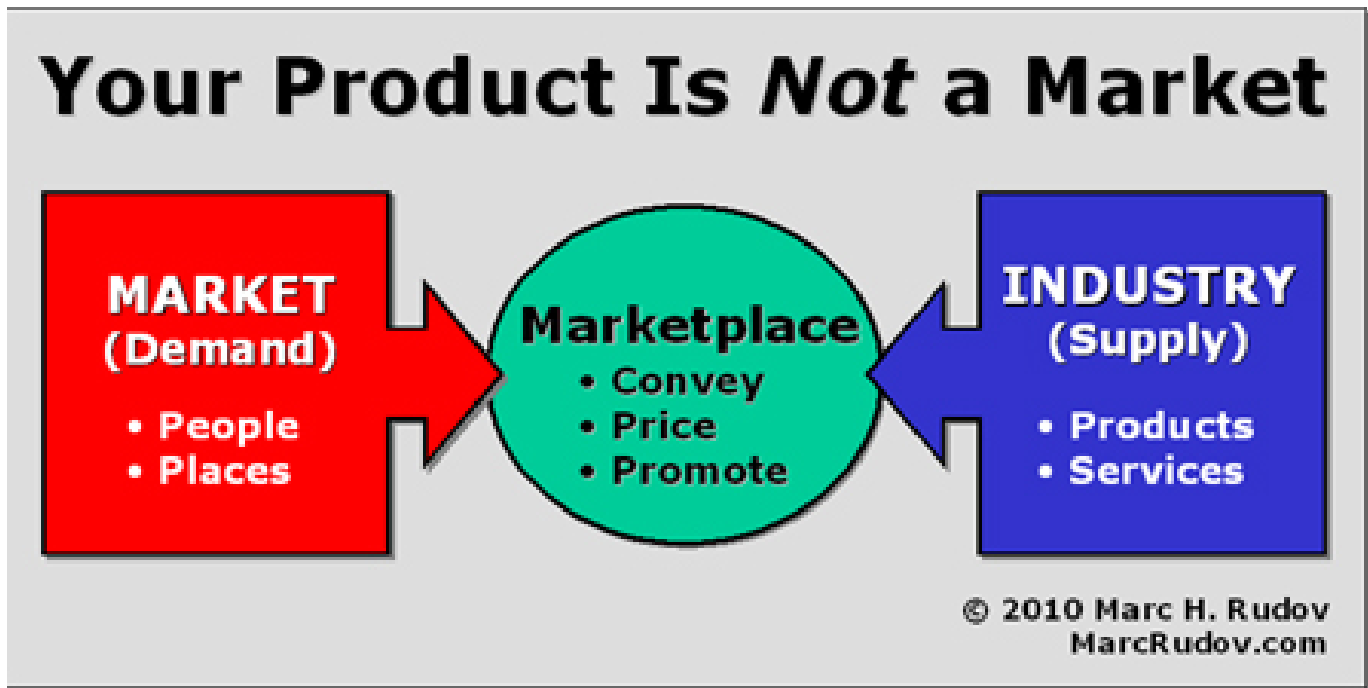
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## Jargon Is Junk



# Terminology Is Destiny

Does Artery = Vein?



# What Is White Noise?



Weak Brand

**GutShare-killing sound produced by the combination of competing vendors' indistinguishable brands**

# White Noise Will CO\$T You

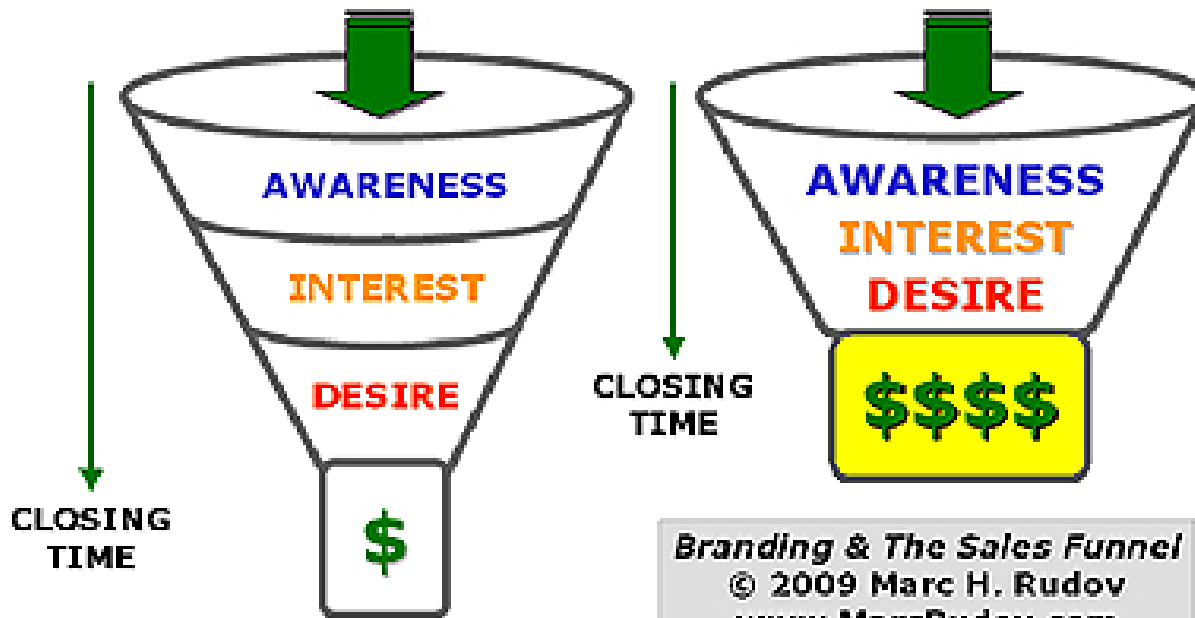
**Ambiguity**  
**Complexity**  
**Confusion**  
**Imitation**  
**Insularity**  
**Mindshare**

**= CO\$T**

**Time = Money**

**IN WHITE NOISE**  
(weak branding)

**UNIQUE STANDOUT**  
(strong branding)



*Branding & The Sales Funnel*  
© 2009 Marc H. Rudov  
[www.MarcRudov.com](http://www.MarcRudov.com)

# Mindshare Is Meaningless

Cerebral Selling Doesn't *Move* People



***Emotions Drive Decisions***

StartupMonthly

**GutShare™ Is Gold**  
*Mindshare Is Meaningless*



**GutShare™** — that portion  
of customers' *guts* that a  
vendor's brand occupies


**React • Remember • Repeat**

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**The WhiteNoise Doctor™**

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When will I learn  
to trust my gut!

*“When considering whether a first-time entrepreneur is the next Mark Zuckerberg, VCs usually have scant information on which to base their investment decisions. Like baseball scouts evaluating raw talent, they must use pattern recognition, and **ultimately trust their guts**, before betting millions on a young founder.”*

-- Scott Austin, WSJ (10.04.11)

**GutShare™**

© 2009 by Marc H. Rudov  
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# Don't Be a Tech Cheerleader

*People Don't Buy Technology*



## GutShare: Tap Corporate Emotions

Power



Reputation



Paycheck

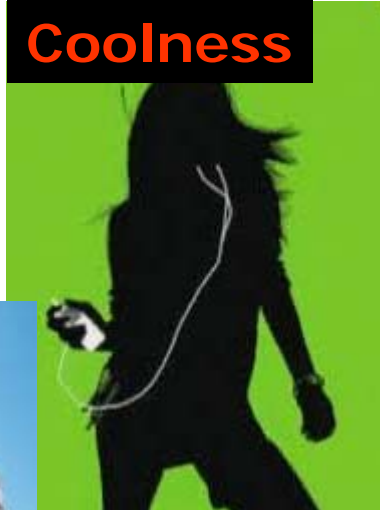


## GutShare: Tap Consumer Emotions

Status



Coolness



Relief



Thrill



Safety



# Typical Homepage

*It Won't Fly!*



# TV Screen = Computer Screen

*Make Your Point in 15 Seconds*



# Value of Your Homepage

**Can't Pitch Here? You Lose!**

- Brand Container: Jar That Exposes Its Jam
- Barcode
- Book Cover
- Opening Statement
- Billboard
- Ubiquitous & Inexpensive Sales Tool

# The Weak Homepage

## *Drives All Branding Platforms*

- CEO Speeches
- Sales Pitches
- Employee Recruiting
- Channel Recruiting
- Sales Training
- Financial Documents
- Exec Summaries
- Product Brochures
- Product Demos
- Advertising & PR



**Customers' Guts**

## HP's Weak Brand Is Costly

1-800-BUY-MYHP

hp | Shop for Products & Services | Explore & Create

SUPPORT & DRIVERS | SEARCH HP.COM

Shop HP for the holidays.

- Laptops
- Desktops
- Printers
- Ink & Toner

HOLIDAY DEALS

A TOUCHING GIFT

HP Newsroom | HP Shapes the Future of Extreme Low-energy Server Technology

The screenshot shows the HP website's main navigation and a large promotional banner. The banner features a dark background with a warm, orange-gold gradient. On the left, the text 'Shop HP for the holidays.' is displayed in white, followed by a list of product categories: Laptops, Desktops, Printers, and Ink & Toner. In the center, there are two images: a black HP laptop and a silver HP tablet. Below the laptop is the text 'HOLIDAY DEALS', and below the tablet is 'A TOUCHING GIFT'. A hand is shown touching the tablet screen, which displays a photo of a young child. At the bottom of the banner is a green progress bar with a play button icon. Below the banner, there is a footer with the text 'HP Newsroom | HP Shapes the Future of Extreme Low-energy Server Technology'.

# Ingram: On Right Track



select a country or region United States

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We are a valued bridge between our vendors and our customers.



u.s. customer

user name:

password:

[Log in](#)

[forgot password?](#)

[need help?](#)

[facebook](#)



**OBSTACLES**  
avoided with ease.

Lori Emi  
Sr. Vendor Business Manager  
Ingram Micro

Our people are pros at  
removing roadblocks.

[▶ see how](#)

news

Ingram Micro to Outline Plans for  
Growth and Sustained Profitability  
at Today's Investor and Analyst Day  
Nov. 15, 2011

Cloud Computing Experts Convene  
at Chapman University  
Nov. 14, 2011

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[for investors](#)

[strategic focus areas](#)

[New to Ingram Micro?](#)

## Our Homepage Is “Good Enough”

Never Good Enough: #1



Good Enough: #675



# Blenders Dominate

Most People Like to Blend

Blending



Branding



They'll Be Ignored

# Blenders Are *Not* Branders



Wanna Look Like Steve Jobs?



## Where Blenders Are Made



**PC: It's All About "The Group"**

# When the CEO Is an Obstacle

Marc,

I watched your FSX keynote and listened to your radio interview from October 2010. You make good points.

Our company's CEO is not ready to listen or accept some of issues you point out.

This is a long work-in-process.

SVP, Substantial Telecom Company

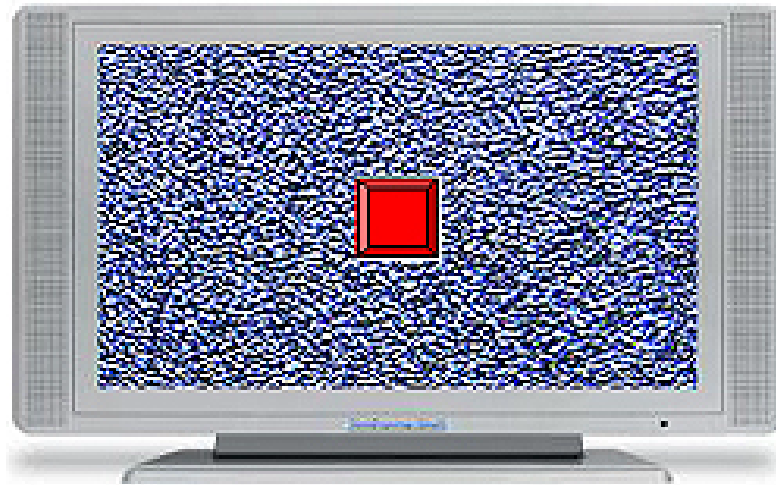
## CEOs Fear This Poll: Truth Hurts



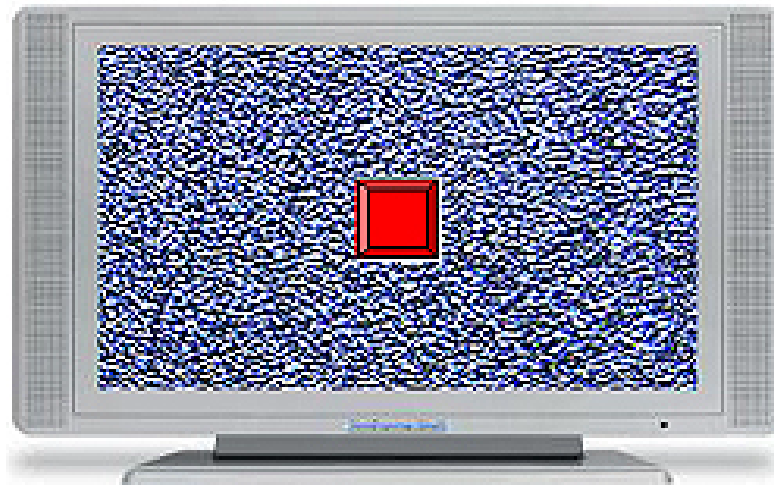
# Branding: #1 Priority



**Branders Don't Blend**  
**Branders Are Unique**  
**Branders Stand Out**



**Be Unique** or Be Ignored™



**Which Will *You* Choose?**