

CONTENT FOR A CROWD FUNDING COMPANY

DON'T JUST SELL A PRODUCT, SELL A STORY

American poet, Maya Angelou, said it best...

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

In the marketing and sales world, this art form is called "Story Selling", which essentially combines story telling with sales. Simply put: Learn it, love it, live it. This strategic tactic will undoubtedly be a significant part of what influences the general public into supporting your grand concept/product.

As you are formulating marketing strategies, communications plans, video content and photos, "Story Selling" should be weaved in as the overarching theme, across all categories. It is what gives your product a heart beat – a true reason to care – outside of its tangible benefits.

According to a study from a Neuroeconomics Director at Claremont Graduate University, an engaging story can alter a human being's brain chemistry, potentially yielding heightened levels of trust, empathy and openness.

In your comprehensive crowd funding campaign, it is imperative that you associate your product with relevant, engaging anecdotes. For example, let's say you've created the best tasting sugar free cookies out there. Well, that's great, but why? Maybe you're an advocate of Diabetes research, or your grandfather has suffered from Diabetes for years, and now after nearly a lifetime, he can finally enjoy dessert without the debilitating repercussions of his condition.

It is essential that you identify and associate your idea with the stories of passion that fueled you to come up with your idea in the first place.

Bottom line, evoke emotion in your audience, just as a storyteller would his readers, and you will create the ability to garner the attention and support your product deserves.

MANAGING RISK" 101 FOR START UPS

It's hard work being the founder of a company. That is why it's essential to manage your business properly – especially when it comes to start ups. That means managing cash flow, market demand, company staffing, etc. Many of these risky pieces can, and do lead to the ultimate demise of a company if not strategically monitored and tweaked in real-time.

What do you think is the number one reason why start ups fail? Give up? It's a lack of market demand for a product. (More on that here) Intellectual Property (IP) is also a

significant component that is often overlooked and undervalued, which can ultimately lead to the fold up of a new company. In fact, the majority of a start up's worth can be wrapped up in IP, so this risk is incredibly real, if not managed properly.

You may not know it at the start, but the saltshaker you invented with 16 sprinkling holes instead of 8, may very well be the industry standard one day, so you'll want to protect your idea at all costs.

The IP law specialists at Wolf Greenfield would agree, according to their insight, and I urge you to review the below "common mistakes" that these specialists have laid out for entrepreneurs.

- Adopting a brand or technology owned by another entity
- Waiving valuable IP rights through public disclosure
- Unknowingly licensing your IP via Open-Source Software
- Forgetting to document that IP generated by employees and consultants is owned by the startup
- Failing to develop IP to help attract investors

In a nutshell, start-ups do fall within the "big risk, big reward" category, but if you can stay cognizant of the aforementioned factors, and manage them accordingly, the "big" risk, can become that much smaller.

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