

A man in a black t-shirt with white vertical stripes on the back, looking up in an elevator shaft. The background is dark with a grid pattern.

The Elevator Pitch.

Tell Me Your Story

Presented by Plaid Park, LLC.

It's Your **Story.**

1. It's About **Connecting** Your **Brand**
2. It's Not A Pitch, It's A **Conversation**
3. You're Not Selling, You're **Sharing**
4. Take Your **Time** (Be Disruptive)
5. It Should Become Your '**Elevated Story**'



It's Your Opportunity To Share Your Purpose And Your Passion

Engage Your Brand

Capture

Occupy

Captivate

Gain

Occupy, Attract, Or Involve
(Someone's Interest Or Attention)

Branding Begins With **Why**

- Don't Explain What You Do
- Don't Explain How You Do It
- **Explain Why**

Your Passion Reveals What You Value





Nikon




Hallmark



SUBARU



Mercedes-Benz



Coca-Cola



Nikon



How Do You **Connect With These Brands?**



Mercedes-Benz





Nikon




Hallmark



SUBARU



Mercedes-Benz



Coca-Cola

*A crown
for every
achievement.*

**At the
heart
of the
image.**

Think Different

When you care enough
to send the very best.

***Confidence in
Motion.***

The best or nothing.

JUST DO IT.

open happiness

Why = Cause

- **Be Clear**
- **Be Confident**
- **Be Concise**

Never Sound Rehearsed



It's Not About **Time**, It's About **Connecting**.

- Don't **Focus** On Time, Focus On **The Moment**
- It's About The Exchange (**The Relationship**)
- Manage The **Opportunity**, Not The Clock

The End Result Will Be The
Byproduct Of The Relationship



Always Be Ready.

You Should Always Be Ready To
Deliver Your “**Brand Message**”,
Whenever And **Wherever**

Success Is Where Preparation And
Opportunity Meet.



Occupy Or 'Get Out'

- Own The Space
- Find Compatibility Through Trust And Value
- **Make Sure You're Going Up**

Allow Them To Become A Part
Of The Narrative



Don't Ever **Play** Yourself

- Remain Authentic
- Don't Fake It (**Don't** Sell Yourself)
- Convey Your Brand's **Value**
- Control Your **Narrative**

Know Your Unique Value Proposition



Define Your Brand **Value**

- What Differentiates You?
- What Problems Do You Solve?
- What Is Your Brand's Equity?

There's A Big Difference Between Sticking With A Brand And Being Stuck With One.



Create Your Point Of Return....

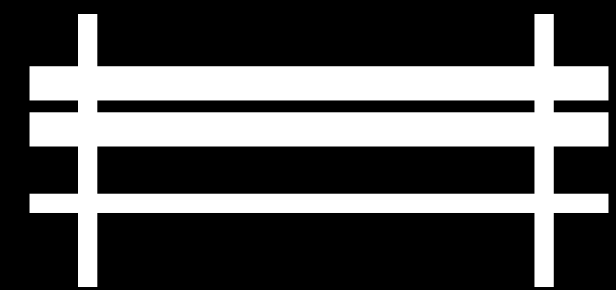
What Is Your Digital Footprint

**Every Transition In
Your Life Will Demand
A Different **You**.**



Be Accountable To Your Brand

Thank You



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