

PROJECTING MASTERY

FOR ENTREPRENEURIAL SUCCESS

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**PRODUCTS ARE
PROFITABLE.**

**OWNING THE
CUSTOMER IS
PRICELESS**



WHO WANTS TO BE FAMOUS?



WHERE DO BUYERS LOOK?

54% WEBSITE

52% LINKEDIN

46% VENDOR WEBSITES

**BUYERS ARE 60% DOWN
THE SALES PATH BEFORE
ENGAGING WITH THE
VENDOR**

WHAT DOES MASTERY LOOK LIKE?



**ACKNOWLEDGED
EXPERT IN YOUR
FIELD**



**KNOWN BY NAME
NOT BY ORG TITLE**



**PERSONAL
REPUTATION \geq
COMPANY
REPUTATION**

ABCD Model

DEFINE WHAT'S
SPECIAL

ADDED VALUE

BEHAVIORAL
CHANGE

COMPLEXITY

DIFFUSION

BRAND BLUEPRINT



01

HAVE A POINT OF VIEW

02

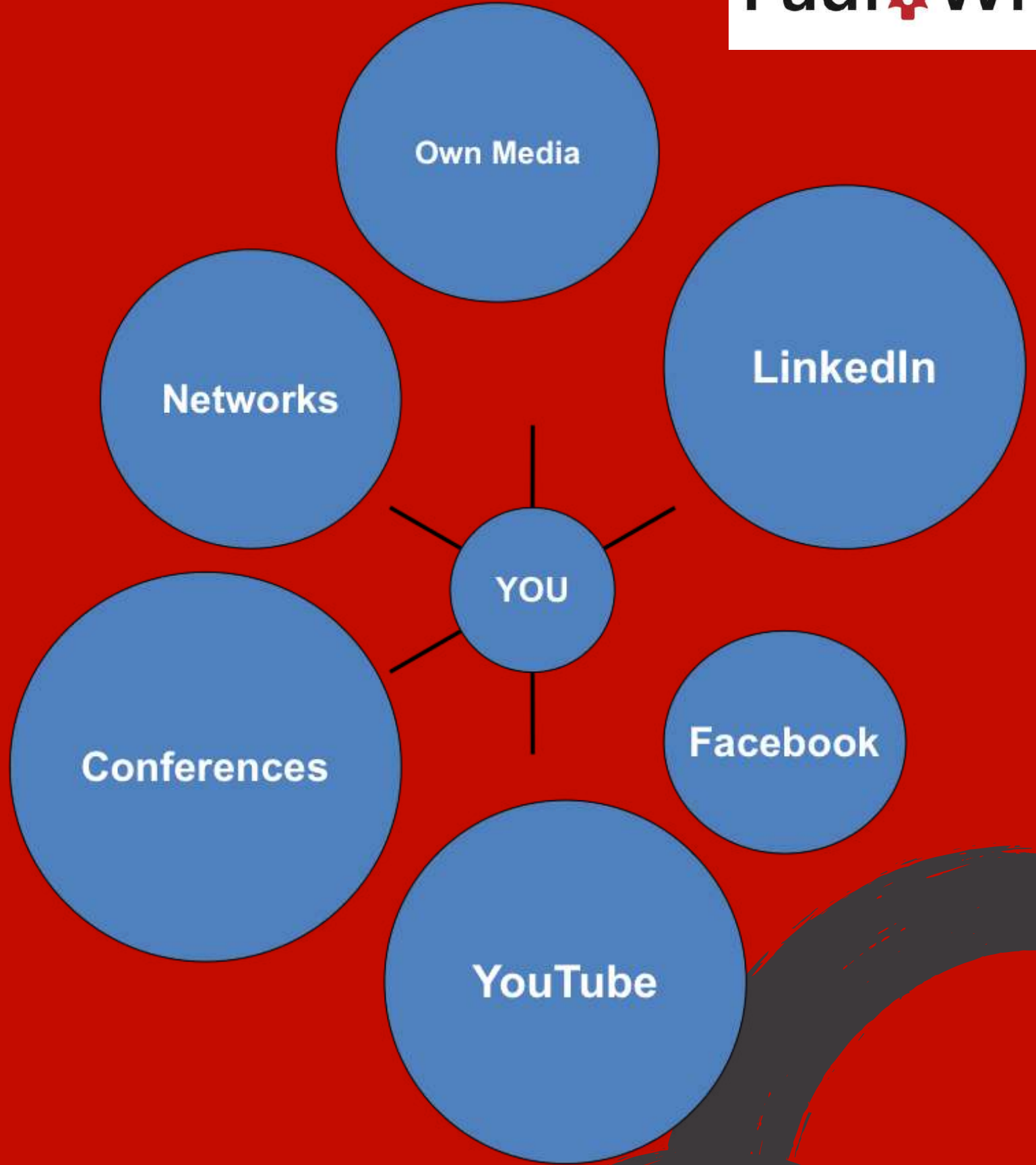
CREATE A BRAND BLUEPRINT

03

BE EVERYWHERE

04

STARS ARE MADE. NOT BORN.



LET'S WRITE IT DOWN

Attribute	Description	Asset
PRODUCT	What is the value you deliver? Can you measure it? Is it differentiated?	Expertise, Education, Experience
PRICE	Can you save money? Can you make money? Can you prove it?	Case studies, benchmarks
PLACE	Where will you be seen? How is your expertise accessible?	Showcasing expertise
POSITIONING	How will you communicate your value	Media channels, Executive presence (dress, speak, write, listen), Symbols, Rituals, Values

MARKETING ECOSYSTEM



MARKETING PLAN

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Channel	Topic	Frequency	Next Action
Intranet			
LinkedIn			
Facebook			
YouTube			
Own Media			
Twitter			
Conferences			
Alumni Networks			
Industry bodies			
Internal Committees			
Open Source			
Other Online			

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Thank You!

LET'S WORK TOGETHER.

