

## MARKETING TOOLS QUICKSTART GUIDE

MARKETING TOOL	PURPOSE	WHEN TO USE IT
Investor Marketing Plan	Create a roadmap for finding and keeping investors and for developing the marketing materials you will need to establish credibility along the way.	Before, during and after you have an investment opportunity — you will need this to develop a database of prospective investors that you can call on when you have a securities offering to fill. This should be the first thing you do when you decide to become a Syndicator!
Magic Statement	To invite conversation and to answer the question: “What do you do?” in a polished, professional and NOT BORING manner.	When asked at a networking function.
Business Card	Give someone your contact information; establish legitimacy.	Use it everywhere when you first meet someone — don’t forget to ask for theirs in exchange.
Team Biographies	Convince investors that you and your team have the right skills to do the project(s) you are asking them to invest in.	In your Company Brochure, on your website, in your Project and Investment Summaries; use outline versions in your Pitch Decks, educational event slides and reports — use them in everything!
Company Brochure	Much the same as your website but in a format that someone can take home.	Use it at events where you can provide handouts (i.e., you have a booth, or have invited attendees, or luncheon meetings, etc.).
Website	Establish credibility with investors and other professionals you may deal with, and to explain what your company does, what it stands for, how it operates and who you are.	As a place to send people you meet at networking events to show that you are a legitimate company or to whom you will attract investors using search engine optimization.
Project Overview	Explain the object of your specified offering to investors.	As a standalone marketing piece to get investors interested in your investment opportunity before you give them the legal documents comprising your offering package; as an attachment to your specified offering package.
Investment Summary	Explain the object of your company or blind pool offering to investors.	As a standalone marketing piece to get investors interested in your investment opportunity before you give them the legal documents comprising your offering package; as an attachment to your blind pool offering package.
Track Record	Establish credibility for members of the management team.	On a website for a Rule 506(c) or Regulation A+ Offering; to accompany a Company Brochure, Project Summary, Investment Summary or Pitch Deck.
Pitch Deck	Investor presentation outlining your company’s mission, objectives, past and planned activities, and your need for funds.	When you meet investors one-on-one or in a group and have an opportunity to “pitch” your offering. Should be an outline format of your Project Summary or Investment Summary.
Email Teaser	1-page super-condensed version of your Project or Investment Summary.	Use it to attract attention or make an announcement — such as a live event, the opening of your offering — can be mass email if your exemption allows advertising; send one at a time to your pre-vetted list for offerings that don’t allow advertising.
White Paper/Free Report	To give away something of educational value for free on your website in exchange for contact information from investors.	When visitors come to your website or at live events — in exchange for investor contact information.
Email Drip System	Series of 12-20 informational emails that you can periodically send to investors so they don’t forget who you are between the time you met and when you have an offering.	These should be educational in nature and offer a series of short lessons, each of which are designed to demonstrate your expertise and professionalism. After you meet someone and have a follow-up call, you should put them on your information drip system to stay top-of-mind.
Newsletter	Once-a-month information about your company and what you’ve been doing or industry trends or news; with contact information for your company.	May be the same as your email drip system or could be completely different content.