Creating a Memorable Marketing Pitch



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Agenda

- The 3 questions you must answer
- Tell me a story
- Make it memorable



The 3 Questions You Must Answer

- Who are you and why should we care?
- How will you meet your customers' needs?
- What's special about your brand or product?



Tell Me a Story



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A Story About You



Creative Commons photo by Martin Cathrae



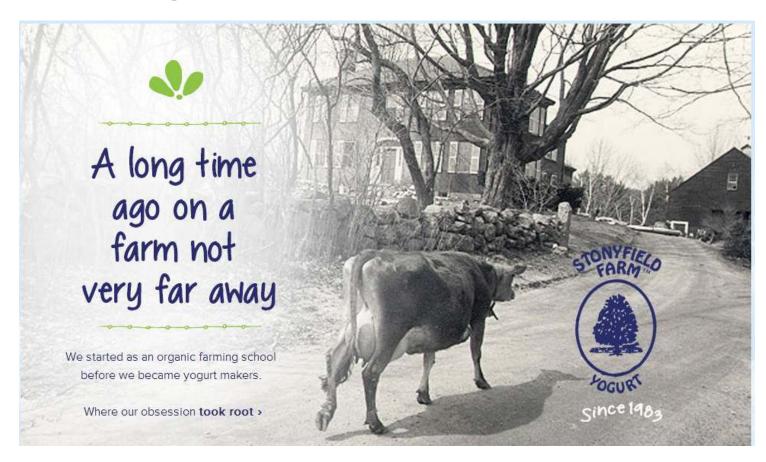
A Story About Your Customer



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A Story About Your Product







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A Person





An Animal





A Sensual Memory





A Color



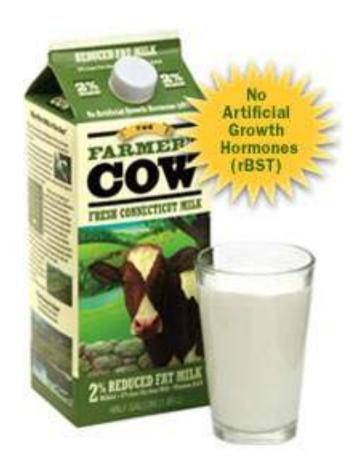


A Need





A Trend



The Farmer's Cow is a group of six Connecticut, family-owned dairy farms with a unified brand.

A Value or Belief



Always SMALL FARMER grown – Organic and FAIRLY TRADED

