



RBFF STATE MARKETING WORKSHOP

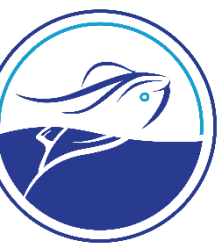
PRESENTED BY  FISHBRAIN

Creating *Emotional Connections* with your content

David Gee



| Why?

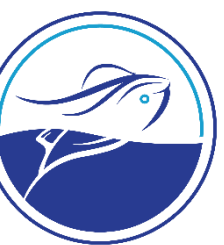
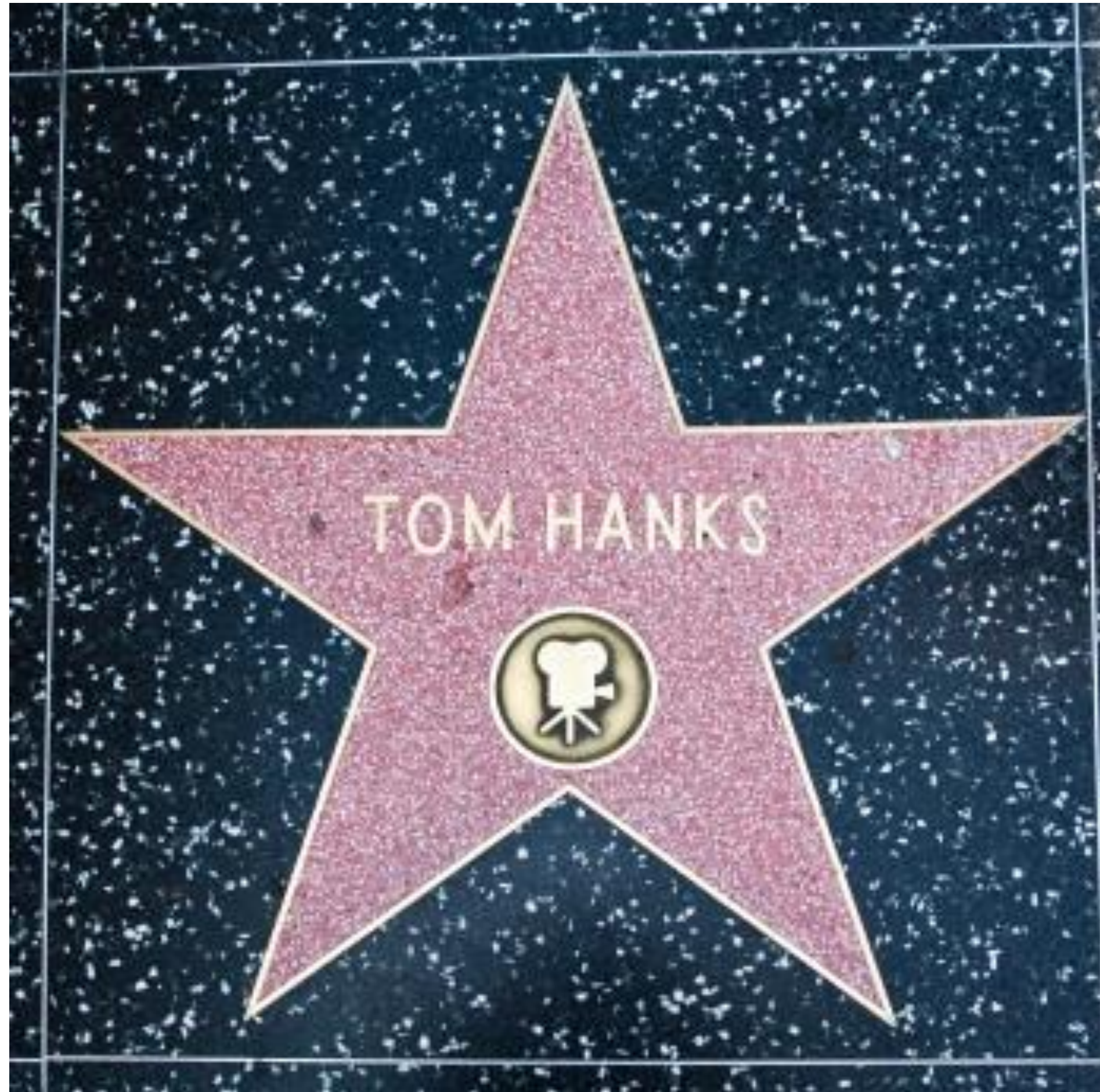


The Birthplace of a Concept





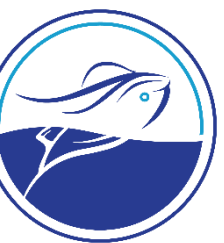
Me & Hanks



The Steps



- ✓ Pique curiosity
- ✓ Activate their brain
- ✓ Surprise them!
- ✓ Disengage the autopilot



Your Biggest Battle



Your Biggest Battle

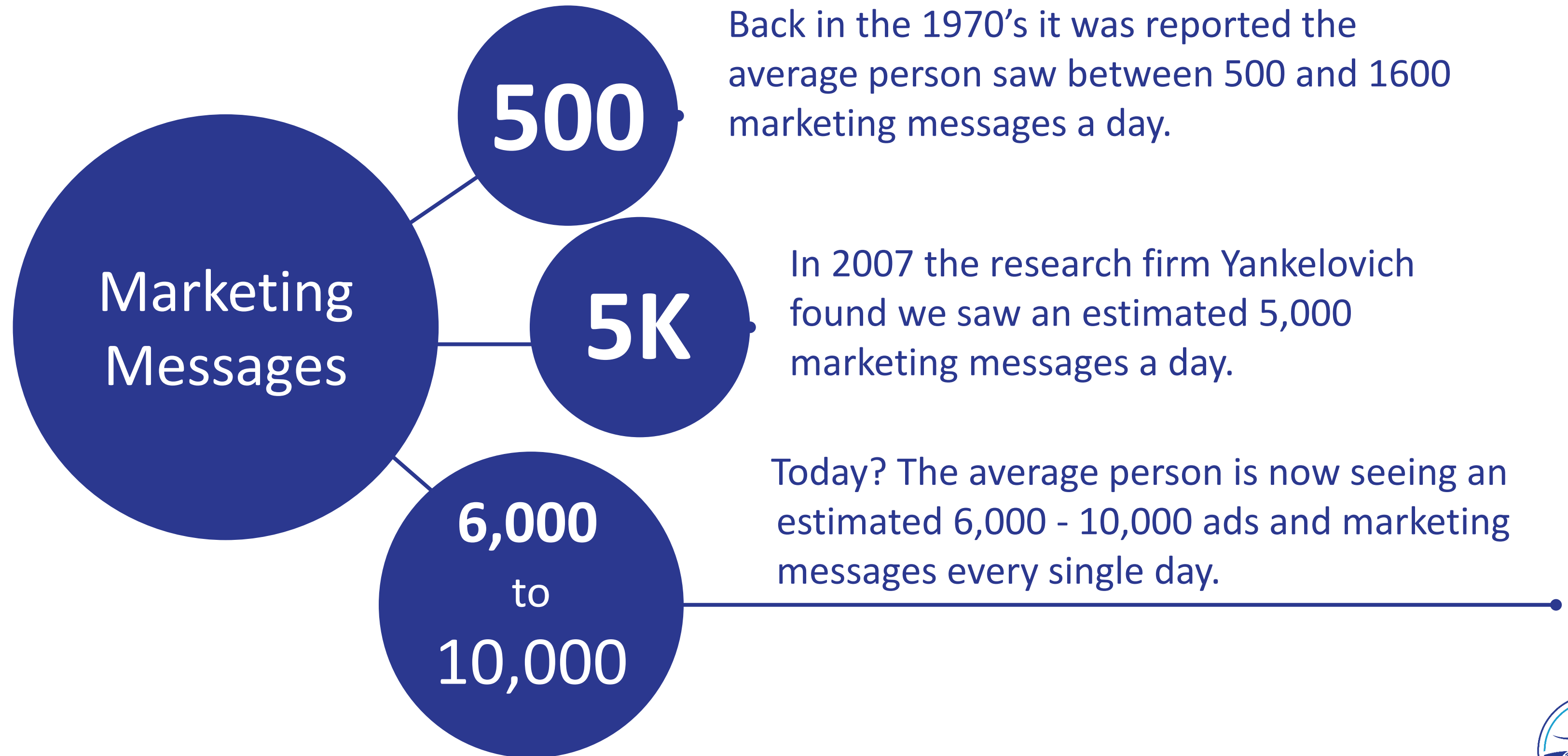


Time & Attention



*“OUR COMPUTERS ARE OSTENSIBLY
PRODUCTIVITY-ENHANCING MACHINES, BUT
THEY ALSO ARE LOADED WITH PLATFORMS
WHOSE BUSINESS MODEL IS TO CONSUME AS
MUCH OF YOUR TIME AS POSSIBLE WITH ADS
AND NOISE AND DISTRACTION.”*

*COLUMBIA LAW SCHOOL PROFESSOR TIM WU,
AUTHOR OF THE ATTENTION MERCHANTS*

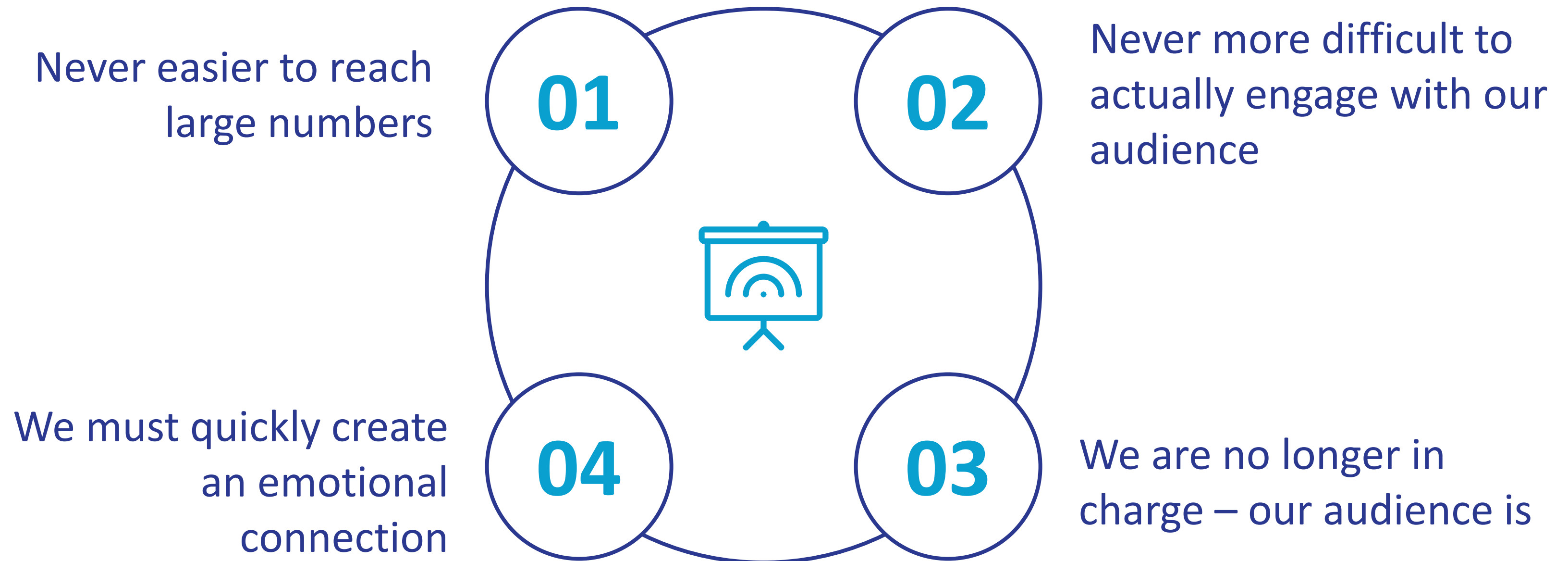




“It takes between 50 milliseconds (0.05 seconds) and 3 seconds for someone to form an opinion about your website, press release, content, etc., that will determine whether they **stay or leave!**”

-Someone really smart @ Google

Consequences of a Crowded Marketplace and Lots of Marketing Tools



3 Second Selling



Know yourself – and your organization

What is unique about you and what you have to offer? Why do you exist? And why should anyone care?



Know your audience

You must demonstrate you know, understand, appreciate and respect your audience with every idea, interaction, program, service and message.

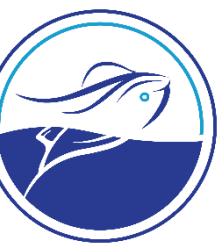


Know what you want

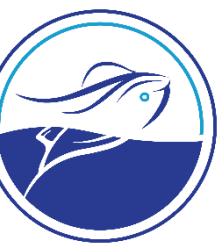
Be deliberate and mindful about what it is you want out of an interaction, be it a press release, event, e-blast or anything. What do you want people to know? What new beliefs do you want them to adopt? What do you want them to DO?



3 Second Selling in Action



3 Second Selling in action



Use it wisely or lose it



A FESTIVAL FOR
COMMUNICATORS

4TH ANNUAL CLIENT SUMMIT | FEBRUARY 3, 2022

Keynote Speaker:
Brendan Hunt
Co-Creator, Writer, Producer, Actor | Ted Lasso

notified

The banner features a large crowd of people with their hands raised in the background. On the left, a blue sun-like graphic with a grid pattern is partially visible. Brendan Hunt is shown from the chest up, wearing a red floral shirt, with his right fist raised. The notified logo is in the bottom right corner.



Ready to shift?



What Do We Need To Do To Make Our Marketing More Relevant To Our Audience?



Needs to be about
them – not us



It needs to
demonstrate value



We need to show
up differently



Storytelling Principles



You are not the hero!

Your customer is the hero of the story.



You are the mentor

They need help and guidance in their grand journey.



Don't "we, we" all over

We do this, we do that, use "you" phrasing.



Be original

You need to somehow show up differently in the cluttered world.



Content Creation Tips



STORIES FEATURE
TRANSFORMATION



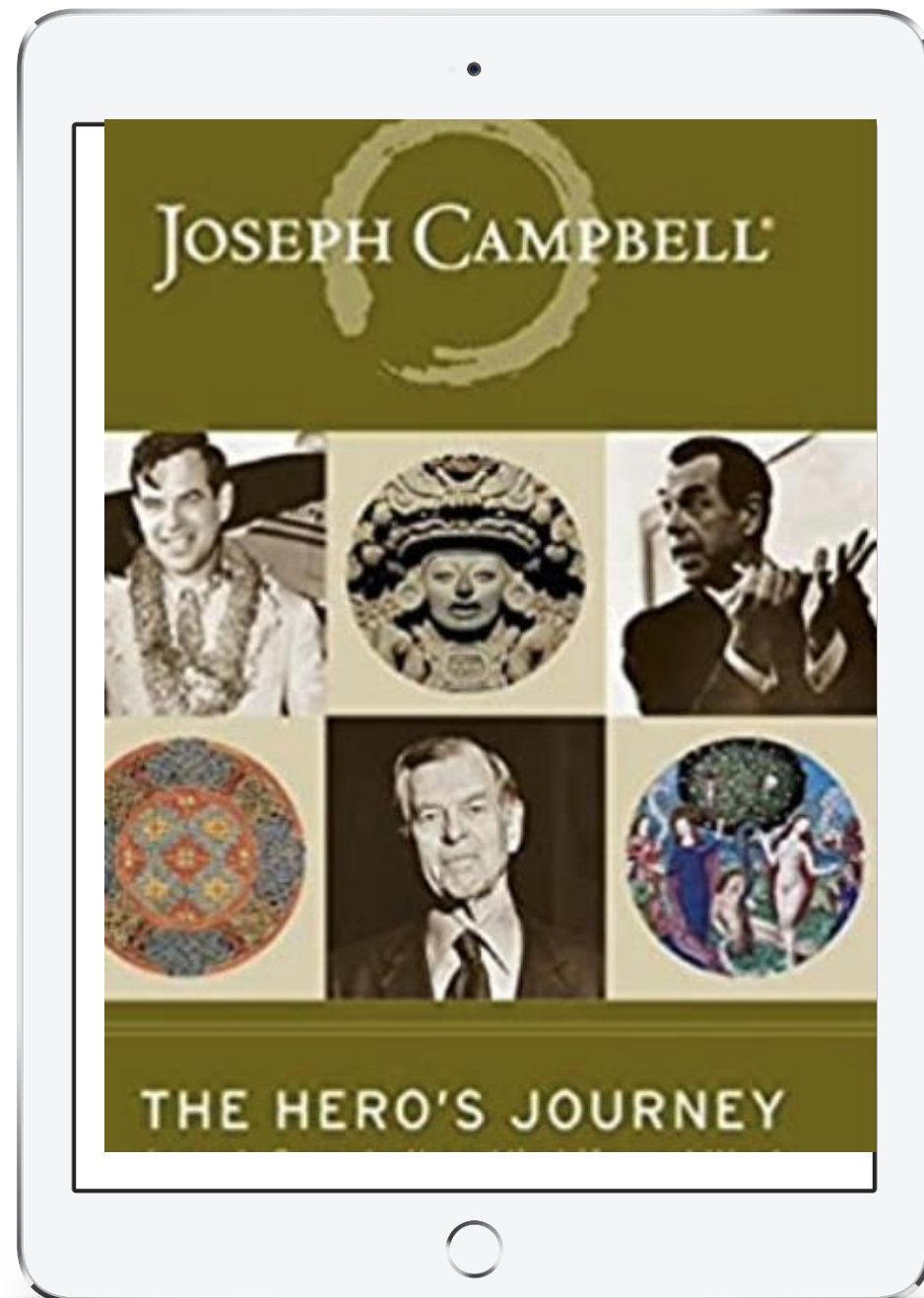
STORIES HAVE A STRUCTURE
BEGINNING, MIDDLE, END



STORYTELLING PRINCIPLES
PROVIDE A FRAMEWORK



The Hero's Journey



The Hero With A Thousand Faces by Joseph Campbell

key features

- The world is normal
- Something changes
- Hero struggles
- Enter the mentor

HERO ACCEPTS THE QUEST AND IS VICTORIOUS



Storytelling Seminars
Robert McKee





context

VALUE CREATION COMES THROUGH
TRANSFORMATION

contrast

WHAT IS THE STRUGGLE OF YOUR AUDIENCE?
WHAT DOES THE WORLD LOOK LIKE WITHOUT YOU –
AND WITH YOU?





「Before」

Problem-centered *Present*.
Their world without your solution
Tough!

“After”

Solution-centered *Future*. Their
world with your solution.
This is how life could be with
fishing in it! Enjoy!



Contrast = Value

- ✓ What is and what could be
- ✓ Provide a transfer to a solution
- ✓ Use “what-if” questions



What if?

- What if I could offer a way to combat stress and anxiety?
- What if I could offer you a fun and inexpensive way to connect with your kids and family?
- What if I could offer a fun and inexpensive way to teach your kids patience and perseverance and encourage an appreciation of the outdoors?
- What if I could offer a new path to relaxation?
- Lowering your cortisol without drugs or medication? Yep. We can do that.



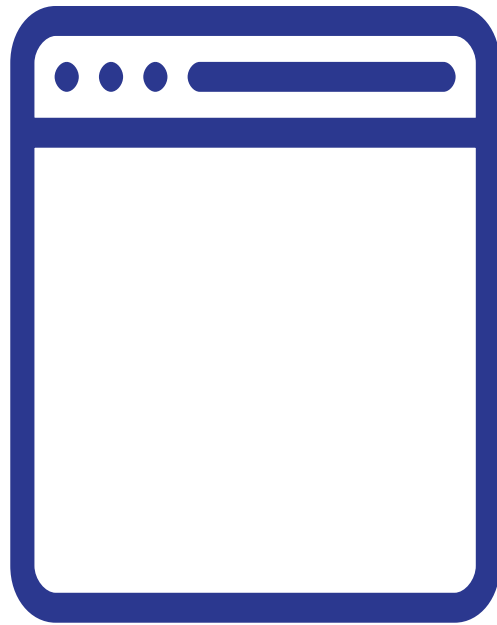
The one key message you **must** communicate!



Point of view and what's at stake

Your perspective and why someone should care. Look, we get it. It's a tough time to be a parent. Or a person. Let us help. We know what you need. We can show you the way.



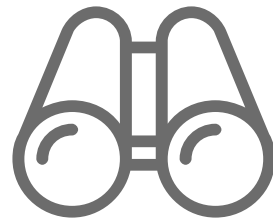


Persuasive, not informational

Way too much marketing is informational and not persuasive. Think about it. The object of all marketing is to persuade somebody to do something; take a kid fishing, buy a new rod and reel, come to the camping and fishing show, etc. You must be descriptive and persuasive to be relevant. Build a case!



Build an Effective Call To Action



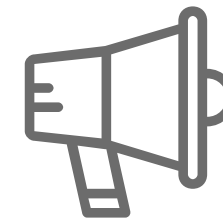
Understand

What do you want people to zoom in on? What do you want them to see? To know?



Believe

What new beliefs do you want them to adopt?



Act

What do you want them to do?



What does it take to tell a better story?

Be *different, engaging* and *memorable*

product



Address their pain

distribution



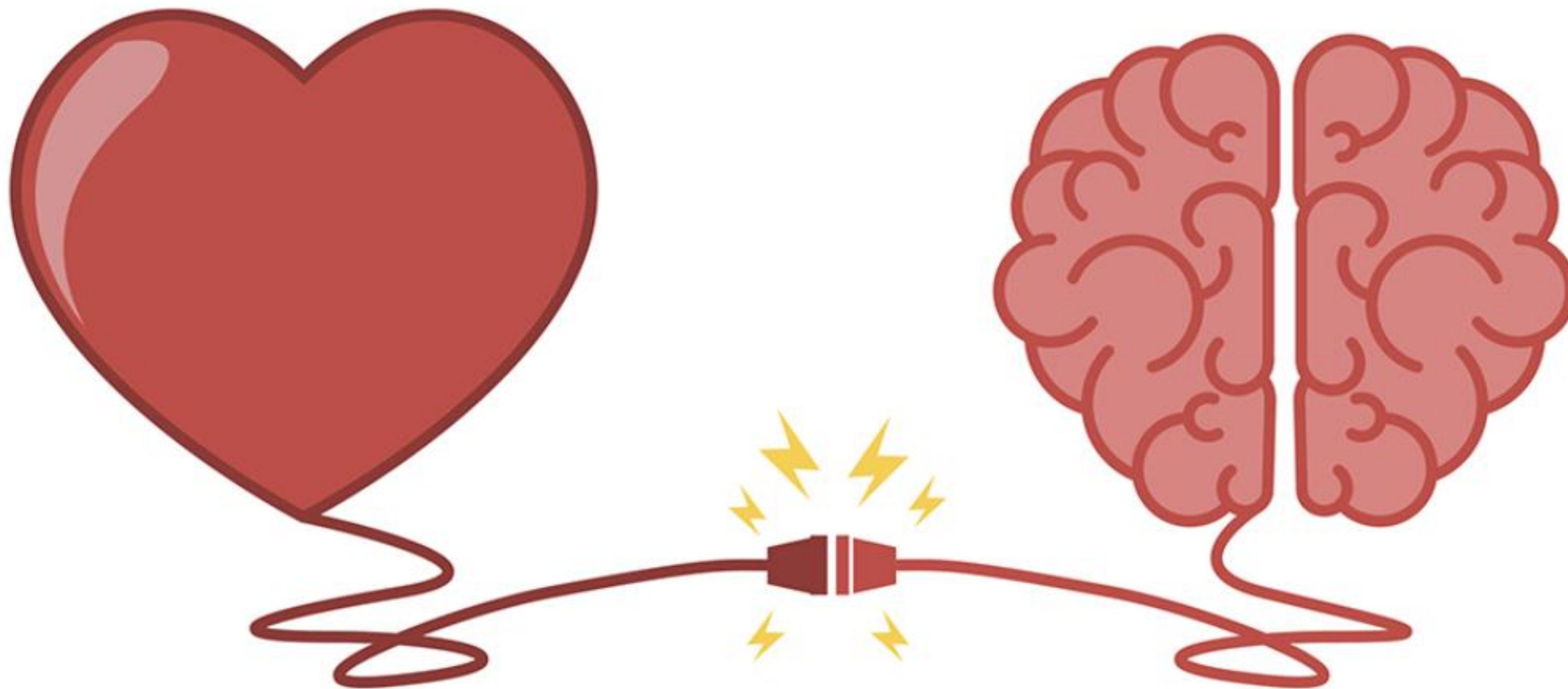
What it means
versus what it is

Build contrast



Create action
through priority and
urgency









Let's connect!

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