

4FRONT x SPORTS ETA – SPORTS TOURISM INNOVATION CERTIFICATE

Session 2: How To Effectively Tell Your Story (Thinking Like A Brand)

Storytelling – Start with the Why

Keys For Effectively Telling Your Story

- Defining Your Unique Value Proposition
- Evolving Your Approach
- Thinking Like A Brand: Keys to Success

“Marketing is no longer about the stuff that you make, but about the stories you tell.”
– Seth Godin

Defining Your Unique Value Proposition

Define Your Team’s Why:

- What is Your Team’s True North?
- What Do You Want to Be Known For?
- How Do You Want to Position Your Team & Market in the Future?

Define Your Unique Sales Proposition:

- What are your 3 headlines?
- What can you deliver better than anyone else in the world?
- Why have you been successful? Why could you fail?
- What are your biggest growth audiences & opportunities?

Evolving Your Approach

- | | | |
|-------------------------------------|-------------------------------------|---|
| #1
Sell Like A Brand Buys | #2
Think Like A Brand CEO | #3
Why? The Bar Has Been Raised |
|-------------------------------------|-------------------------------------|---|

Thinking Like A Brand: Keys to Success

Understand

1. Mission, Vision, Values
2. Key Target Audience
3. Key Business Objectives

Create

4. A Strong “Reason for the Call”
5. Ownable, Scalable Platform/ Idea
6. Asset that Will Drive Business Results

Promote & Measure

7. Earned Media, Storytelling & Amplification
8. Measure Success

Re-Imagining Your Storytelling Materials

Keys To Success

- | | |
|--|--|
| <input type="checkbox"/> “Box Above Your Weight” | <input type="checkbox"/> Show (Vs. Tell) Assets That Drive Results |
| <input type="checkbox"/> Presentation Flow...
Remember To Think (& Sell) Like A Brand CEO | <input type="checkbox"/> Show Your Headlines; Partners |
| | <input type="checkbox"/> Showcase Results |

Bonus

4FRONT’S “Pitch Perfect” Sales Process

