Communications
The Essential Skill

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Workshop Goals

- Overview

- Match Your Communication
  - Who is your audience?
  - What result do you want?
  - How are you communicating (in person, email, etc)?
  - How long do you have?
  - What type works best?

- Create Version 1 of 3 types of communications
- Lay the groundwork for the additional types you will need.
Types of Communication

- **Customer Brochure**
  - Targeted to customers; use at events, handouts, ‘leave behind’ after a meeting
- **Website**
  - Targeted to customers
- **Elevator pitch(es)**
  - 30-90 second verbal communication targeted to customers and investors
- **Product pitch**
  - Targeted towards customers
- **Investor pitch**
  - 20 minute
- **1-2 Page Snapshot**
  - Targeted to investors; Can be mailed/emailed
- **6 page Executive Summary**
  - We have a plan – its not all big idea and hyperbole
- **The Business Plan**
  - Questionable whether you will need it, but you will definitely need to have done the thinking

* Deliverables of this workshop
Three Principles to always follow
They aren’t buying your product.

They are buying a solution to their problem.
They aren’t investing in your product or technology.

They are investing in your business.
Audience

“The first rule of communication is never blame the listener....”

G. Rimmington & M Alagic

“Never blame the audience. Faulting the listener is a cop-out and irresponsible, making my pitch and my message worthy of the knock box.”

R. Galinsky
The Elevator Pitch
60-90 Second Pitch to Buyers

Goal: “Tell me more”

1. Problem
2. Solution
3. Competition – why you are better/ key differentiator
4. Team (tentatively)
5. Current Status
6. The ”Ask”
60-90 Second Pitch to Investors

Goal: “Tell me more”

1. Problem
2. Solution
3. Target market
4. Competition – why you are better/ key differentiator
5. Team
6. Financial Summary/Highlights
7. Milestones
Create your Elevator Pitch
(15 minutes)
The Customer Brochure
Creating a Winning Customer Brochure

• Focuses you on sales – the ultimate goal
• ‘Crisps’ up your message
• Provides the info for your website
Creating a Winning Customer Brochure

- Always start with the Benefits
- Supplement with Features
  - How does it work?
  - What does it do specifically?

"Benefits sell, features tell"
Creating a Winning Customer Brochure

- Tag Line
- FAQs
- Testimonials
- Pictures
- Diagrams (if appropriate)
- Tech specs (if appropriate, limited)
Creating a Winning Customer Brochure

- Use phrases
- Keep it short
- Bullet-points
- (Tip) No commas
- Use numbers/quantify when possible
- If a two-sided market
  - May need two brochures or
  - May need two areas of focus
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Examples
Recommended by students. (Free at the moment but this could change

- canva.com (fliers, brochures, and presentations)
- beautiful.ai (presentations. Amazing tool)
- https://color.adobe.com/create/color-wheel/ (smart color picker)
- Word (has templates for 1 page brochures and trifolds)
Draft a sample brochure