



# **Keys to Business Success: *Market, Sell and Fund***

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## **Keys to Business Success: Internet Marketing**

# How to Hire Internet Marketers



**Purpose of website**  
Design / Programming  
Conversion Optimization

**Primary components**  
SEO and PPC



**Free tools**  
Alexa.com  
MarketingGrader.com



## **Keys to Business Success: Hiring Sales Reps**

# How to Hire Amazing Sales Reps



Help Wanted Ad

Voice Mail Instructions

Pre-screen Phone Call

Actual Interview; HR



## Keys to Business Success: *Pitching Investors*

# How to Pitch Investors: Components



# Pitching Investors: Verbal Presentation



**Length**

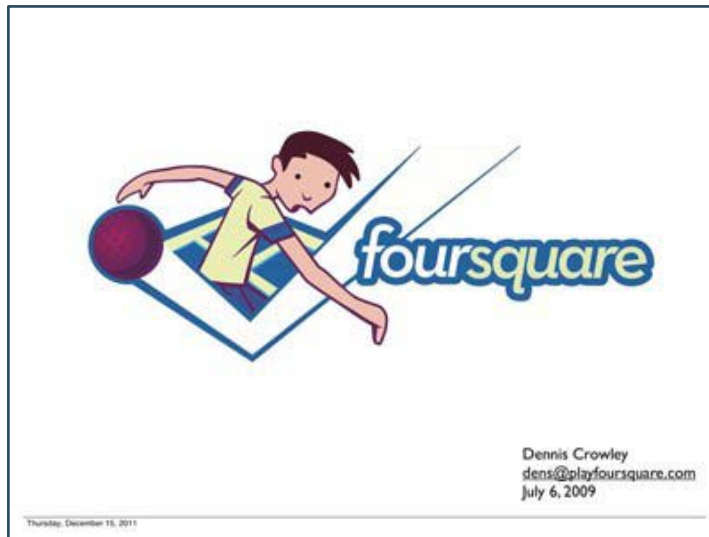
***Eye Connection***

**Posture**

**Practice!**



# Pitching Investors: Pitch Deck



**Development**

**Length**

**Support**

**Fonts**

**Visual**

# Blogs are like sharks

- A sharks must keep moving or die
- A blog must be regularly updated or it too will die
- How often should you update your blog?
- Some successful blogs are updated once a week, others several times a day.
- The key is to be consistitent.



**BLOGS ARE LIKE SHARKS**

# Pitching Investors: Q & A

**Universal Issues:** Competition; Contingencies;  
Growth; Management; Price/Cost; Problems;  
Timing

**Manage The Room**

**Read The Investor**

# LAEDC Webinar Only Offer

Free 30 Minute Consultation  
(mention LAEDC)

# Growththink Credentials and Awards



- Inc. Top 100 Business Services Firm



- GT Securities for Investment Banking



- Better Business Bureau "A" Rating

# Contact Information



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