

Marketing Your Business for Success



Presented by:
Towan Isom, President and CEO
Isom Global Strategies (IGS)
www.isomglobal.com



Jowan's
TOP 10



10 Be Strategic

- Why am I here
- Who do I need to meet
- What am I trying to do
- Build your team through small hires

9 You Are Who You Team With

- Leverage team member's skills
- Certifications
- Education
- Past Performance
- Experience
- Location

8 Become the Nucleus

- Leverage other companies, not just your own
- Build an internal team, but an external network
- Work at the intensity you want to see

7

Past Performance is King

- Demonstrate experience
- Demonstrate impact
- Short-version (abstract) 1-page
- Long-version (detailed) case study
- Sacrifice the dollars for the detail

6 Branding

- Website
- Business cards
- Social media
- Team members
- Your marketing is your organization
- Annual event/mixer (not holiday party)

5 Corporate Culture

- What is your organization's culture
- What do they like to do, their values
- What's your style (modern, fun, intelligent, military, family, baby boomer, millennial)

4 Project Management

- Can you manage a project at the same \$ value
- Core team member's value proposition
- Don't bite more than you can chew

3 GSA Schedule

- Smaller and faster
- More opportunities
- Faster procurement cycle
- More information and greater access to contractor officers

2 Master Your Opening

- Elevator pitch
- Value proposition
- Direct pitch
- Indirect pitch

1

Smile

- People like people who they want to be around
- Be memorable
 - Style
 - Smile
 - Smarts