



An Inside Look
SUNSTAR STRATEGIC Webinar Series

Wednesday
July 12
Noon ET

WEBINAR

» **TALKING WITH
THE MEDIA
+ MORE** «





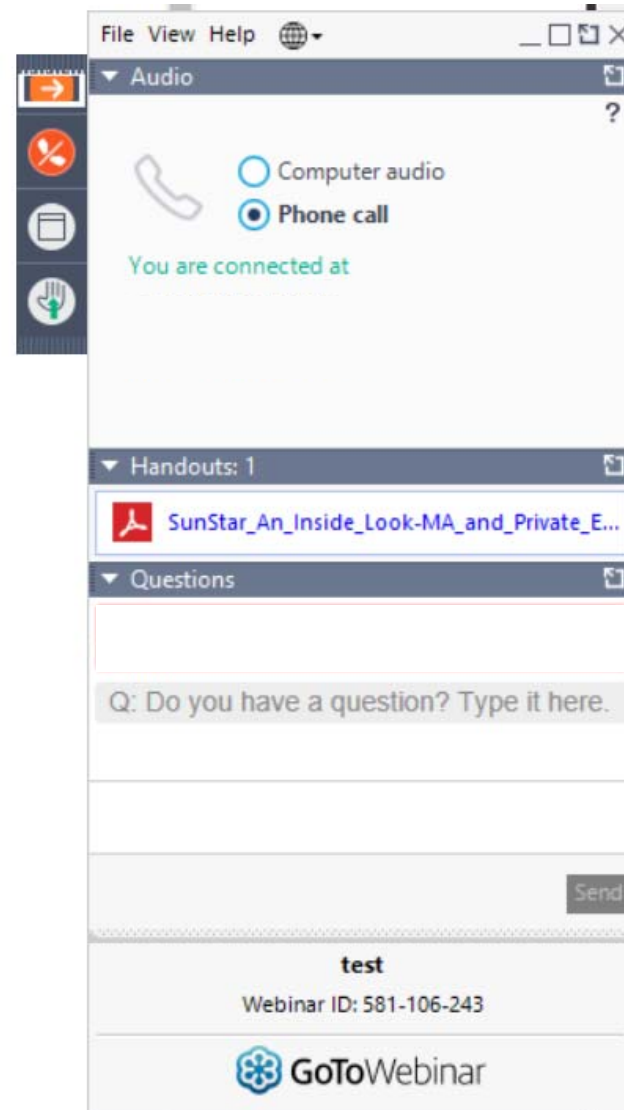
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Q&A

You can enter **questions** throughout the presentation.



We will answer them at the end of the webinar.



COMMUNICATIONS STRATEGIES

For talking with the media
or meeting with clients or prospects

What would a story in *The Wall Street Journal* say about your firm?

- Value proposition
- Key facts
- Differentiators



Know your story.
Keep it simple.



Lead.
Don't be led.

Strategies to control the conversation



Strategies to control the conversation

- Consistent, well-articulated story



Strategies to control the conversation

- Consistent, well-articulated story
- Message MapSM



MESSAGE MAP // KNOW YOUR STORY

How are you making money?

STATIC MESSAGES

Goal: _____

Name of fund: _____

Pains/gains of asset class or fund type: _____

Investment process: _____

Other: _____

EVOLVING MESSAGES

Theme 1: _____

Example 1: _____

Theme 2: _____

Example 2: _____

Story: _____

Strategies to control the conversation

- Consistent, well-articulated story
- Message MapSM
- Bridging techniques



Bridging techniques

1. That's a good/interesting/important question...
2. I don't follow/like that particular stock/sector. What I like instead is...
3. The real issue is...
4. We don't look at [issue.] What we look at instead is...
5. [Issue] is important because...
6. Another thing to remember is...
7. That reminds me...
8. The way that impacts our fund is...



Strategies to control the conversation

- Consistent, well-articulated story
- Message MapSM
- Bridging techniques
- Sell vs. tell



Sell vs. Tell

Strategies to control the conversation

- Consistent, well-articulated story
- Message MapSM
- Bridging techniques
- Sell vs. tell
- A, B, C



A

Answer, *don't* Avoid

B

Bridging techniques

C

Core message



Recap: Strategies to control the conversation

- Consistent, well-articulated story.
- Message MapSM
- Bridging techniques
- Sell vs. tell
- A, B, C

What questions have you heard that took you to a “dead end”?



Q&A



Thank you for participating in



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Copies of the presentation, a recording and report will be made available on our website.



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