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## 6 Easy Fixes

*To Get You To the Short List More Often*

### 1. EARLY INVOLVEMENT

Get involved in early stages of project

**Business Development**

- Identify need early and lead effort to make project happen
  - Be the project CHAMPION
  - Volunteer time / Donate services (studies, schematics, renderings, modeling, etc)
- Collaborate with local, state and regional economic developers and commerce organizations

### 2. HAVE A CLEAR COMPELLING STORY *THAT ALIGNS WITH THEIR NEEDS*

Convey your brand while also showing fit with client mission, culture and challenges.

**Branding +**

### 3. POSITION YOURSELF AS A RESOURCE *AMONG YOUR PROSPECTS, CLIENTS AND PARTNERS*

- Assemble articles and links showing achievements
- Special appearances

**Public Relations**

### 4. BOOST VISIBILITY

Clients do NOT like unknowns; tend to stick with familiar entities that they've heard of

- Implement process marketing program; a regiment that reinforces brand on at least a monthly basis
- Cluster exposure around appearances / events i.e. races

**Brand Exposure**





- Advertising

## 5. INVEST RESOURCES TO PUNCH UP YOUR VALUE

Adapt

Invest or expand your talent base

- Have existing talent get more talented;
- Hire / retain person with end-user perspective (the client contact)
- Hire or align with organizations and outside talent not normally associated with Motorcycle Industry

## 6. GIVE BACK

PR +

Connect with greater purpose that reflects the values of your organization's leadership and/or the concerns of your client / prospects (i.e. Environment, Education, Art, Community)

- Men, women in the service abroad and their families
- Mentor a smaller team
- Offer Internships
- Charitable contributions

exposure  
relationship building &  
develop new talent

