

# Marketing 101 for Engineers



**It takes more than a little marketing** to sell the dream that makes that promotion, that project or that product a reality.

You engineers see the world. You see what works. You see what doesn't work and then you fix it. You are the doers, the makers, and the builders. but if you want to get that promotion, if you want to build that product, if you want to get funded to build bigger and better things, you have to communicate with people of all types. Sure you'll talk to other engineers. But you also have to be ready to convince CEOs and consumers, VCs and families that your dream is ultimately worth building. You need communications tools.

**1**

**NON VERBAL 55%**

Gestures, faces, posture, eye contact, proximity, haptics.

**2**

**TONE OF VOICE 38%**

Pitch, timbre, style, speed, type.

**3**

**WORDS 7%**

Tangible, memorable, relatable, personal, relevant, emotional.



**Stories not Specs**

Producers use narrative to make pitches relevant and powerful.



**Sizzle not Steak**

Who should care about what you're making and why?



**Short and Sweet**

Busy people need you to get to the point QUICKLY.

## In this course, you will learn to:

- Speak in stories rather than specifications,
- Tune into nonverbal communications cues that will improve outcomes,
- Match your communication style with your intended audience,
- Tune your voice to project confidence not arrogance,
- Make projects tangible to your audience,
- Effectively use acronyms and other mnemonic devices,
- Personalize your pitch for profit,
- Shorten and simplify presentations to get to the meat and sell the sizzle, and
- Stop worrying about sounding smart and start making your audience feel smart.

## Course Outline

- I. Telling your story. (Learn from producers how storytelling moves the needle.)
- II. Case history: raising a million before leaving college. (Coping with corporate fat cats, getting the point across and finding common ground before the money runs away.)
- III. How TAPAS can help you connect and sell your technical ideas. (Tangiblize, Acronymize, Prioritize Personalize, Analogize and “Sexercise” your way to fun and profit.)
- IV. Getting to the meat: (Sell steak not sizzle, find the pressure point and push all the right buttons.)
- V. Communications 101 (The “cup theory” of styles, nonverbal communication and tone.)
- VI. Convincing your audience not that you are smart but that THEY are smart (...and other “Jedi mind tricks”.)

### SPEAKER JEANETTE DEPATIE

For the past 20 years, Jeanette has lived, laughed over and loved all forms of tech. From biotech, to computers, to environmental science to software Jeanette loves learning about new things, flexing her geek muscles and talking nerdy.

Jeanette has worked with a virtual who’s who of the corporate Fortune 500 world. From major computing, web and consumer electronics corporations including Apple, Adobe, Google, Intel, NTT, Panasonic, Sony, Twitter and Ulead to aerospace companies and organizations like Boeing and NASA to major manufacturing companies including Solutia and Monsanto.

