

A stylized green leaf graphic with a white vein, positioned above the text.

Life.Size.Media.

The cleantech comms agency

**Communicating with
investors.**

~~Communicating with
investors.~~

Sorry Jan!

The truth about communications

- There are no quick fixes
- There are no shortcuts
- It's hard work
- It's long term
- You have to commit
- You have to be patient.

But here's the good news...

“Communication can build your reputation, it can convert conversations into investment and interest into sales”

Me

The fundamentals of good communication

1. You can't be successful without it
2. Think about brand from day one
3. 'Find your why' and give people something to believe in.

You've done your homework, so what's next?

**How to build and engage
your audience.**

1. Collateral

- A logo that says something about who you are
- Develop basic visual language
- Craft a compelling story
- Break that story into key messaging
- Use it everywhere, every time with everyone.

2. Content

- Blog, blog, blog
- Use the content you are already creating
- Document your journey, comment on your industry
- Always strive to add value
- Invest time in distribution.

3. Creativity

- If you want attention, you have to stand out
- Think about what works for you
- Look at what your competitors are doing
- Think about how you can do it differently
- Be brave, stick your neck out, try things.

4. Consistency

- You have to live and breathe your brand
- It doesn't exist because you ran an exercise
- How you run your business has to be true to your brand
- Brand and culture go hand in hand.

5. Celebration

- Cleantech can be very sexy
- We should all celebrate our sector and our success
- Stealth is one step away from silence
- Let's bring people on the journey.

**“If they can’t sell it,
they can’t succeed”**

Nick Lyth, Green Angel Syndicate

Get started.

Email

alisa@lifesizemedia.com

Website

lifesizemedia.com

Social

[@alisa_murphy](#) [@lifesizemedia](#)