Be Your Own Publicist

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#detsw17
#detroitmaid
MACRO-FOCUSED
KNOW YOUR WHY.
Why should people support your business? Why does your business matter? What inspired you to start?
TELL YOUR STORY. MAKE IT EASY FOR OTHERS TO DO IT TOO!
KEEP UP WITH YOUR INDUSTRY.

Tip: Don't wait till the end of the presentation to give the bottom line. Reveal your product or idea (in this case a translation app) up front.
Be an expert.

DO YOUR RESEARCH.
SOLVE PROBLEMS.
JOIN THE CONVERSATION.
GET SOCIAL.
ASK FOR HELP.
QUESTIONS?

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