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Communication Tips and Traps: Five Common Traps by Holly Singer



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During my panel comments as a seminar speaker on November 17, 2015 in New York, I shared a variety of marketing and public relations insights. This program, “Institutionalizing Your Brand to Effectively Raise Capital,” was well attended by hedge fund managers, allocators and some service providers. Five common communication traps to avoid, some of which I noted while speaking, are highlighted with further insights below.

1. Forgetting to create an *in-person* elevator pitch

- Don't rely on your marketing deck without preparing what to say when you meet someone at a networking event or elsewhere.
- How will they understand who you are and what you do if you cannot highlight the basics in a 2-3 minute pitch?

2. Leading with performance data (vs. qualitative story)

- Are you confusing your elevator pitch with a rundown on performance of your fund or investment strategy?
- Does your story whether delivered orally or via deck begin with a rate of return or data dump? If so, that is not a suitable introduction for anyone to get acquainted with your business and begin to develop a relationship with your team.

3. Inadequate follow-up (your initial pitch is just a stepping stone)

- A single outbound communication initiative whether in-person or written needs a further plan for contact and content within reasonable intervals.

4. Waiting too long to develop your marketing tool kit or allowing inadequate lead time

- Scheduling investor meetings without a polished and/or current marketing tool kit? Avoid an unreasonable crunch, plan for at least a 4-6 week cycle whether to create or upgrade your collateral items including your web presence.

5. Contact info missing from marketing collateral

- Hard to believe anyone would do that, right? However, many managers, including established firms, somehow neglect to include this critical information, inadvertently creating a marketing hurdle.

Stay tuned for my next batch of communication tips and traps, too much in the aggregate to include here. The prior article “[A Medley of Marketing Advice](#)” can be accessed here.

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