CREATE THE CHANGE YOU WERE MADE TO CREATE

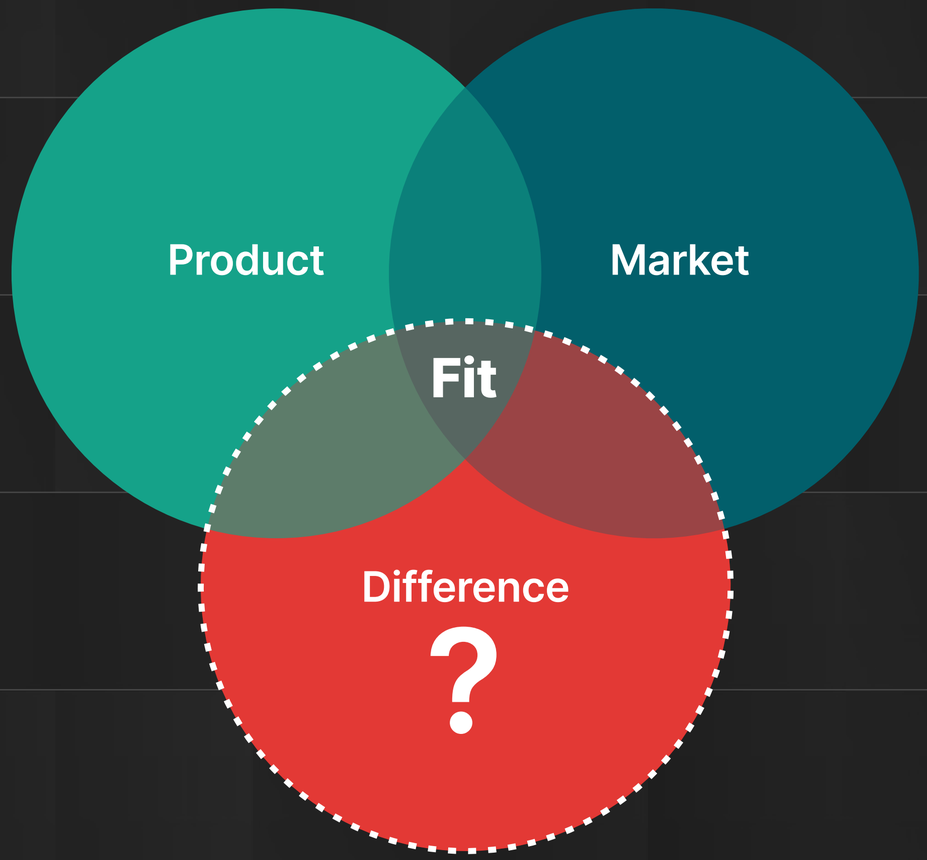
PURPOSE-LED CATEGORY STORIES

HYPNOTIC™

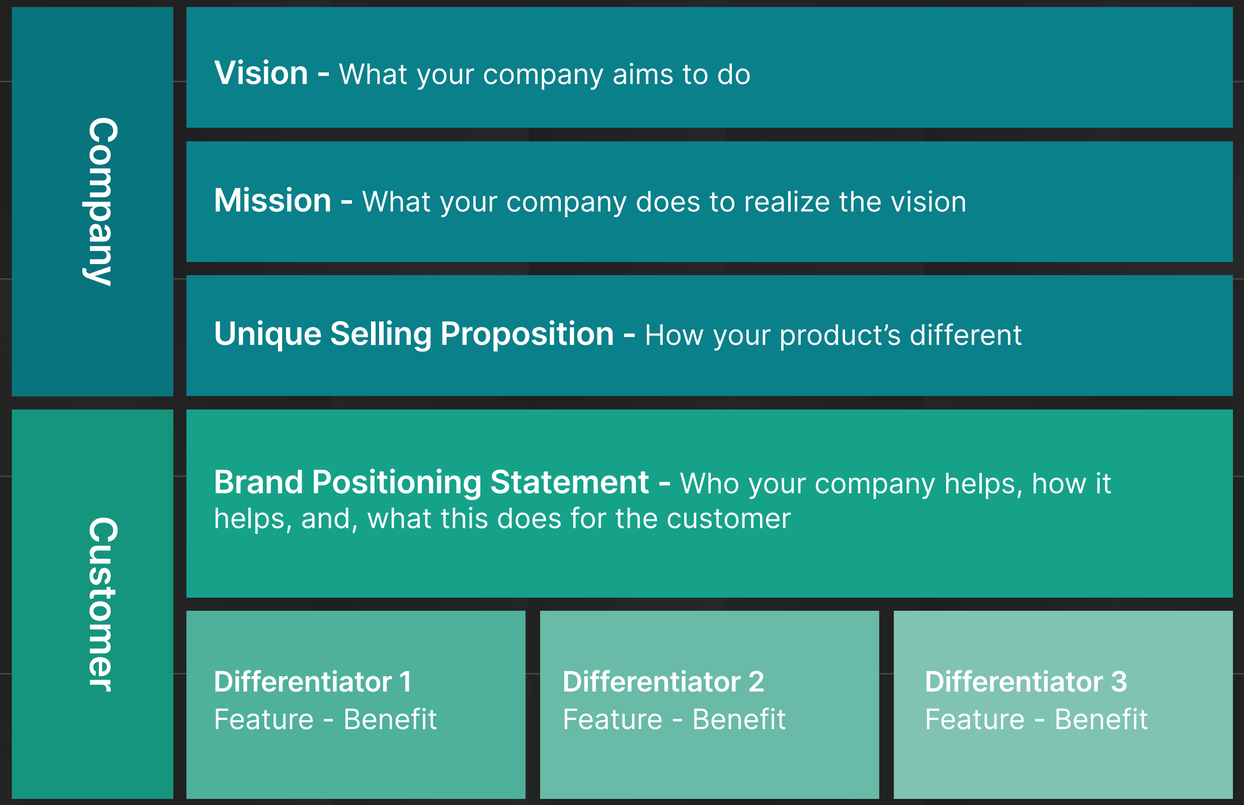
Exponential growth in tech has made the market exponentially competitive

- AI & Machine Learning
- Blockchain
- Computation/Networks
- Cloud
- Robotics
- 3D Manufacturing

Survival requires finding your fit, but thriving takes radical differentiation



In a sea of competition product-led brand messaging creates little differentiation



Different
is by comparison

Limited to:

- user experience
- ingredients
- cost
- more...

Businesses looking to grow 3X faster create purpose-led brand stories that *Start With Why*

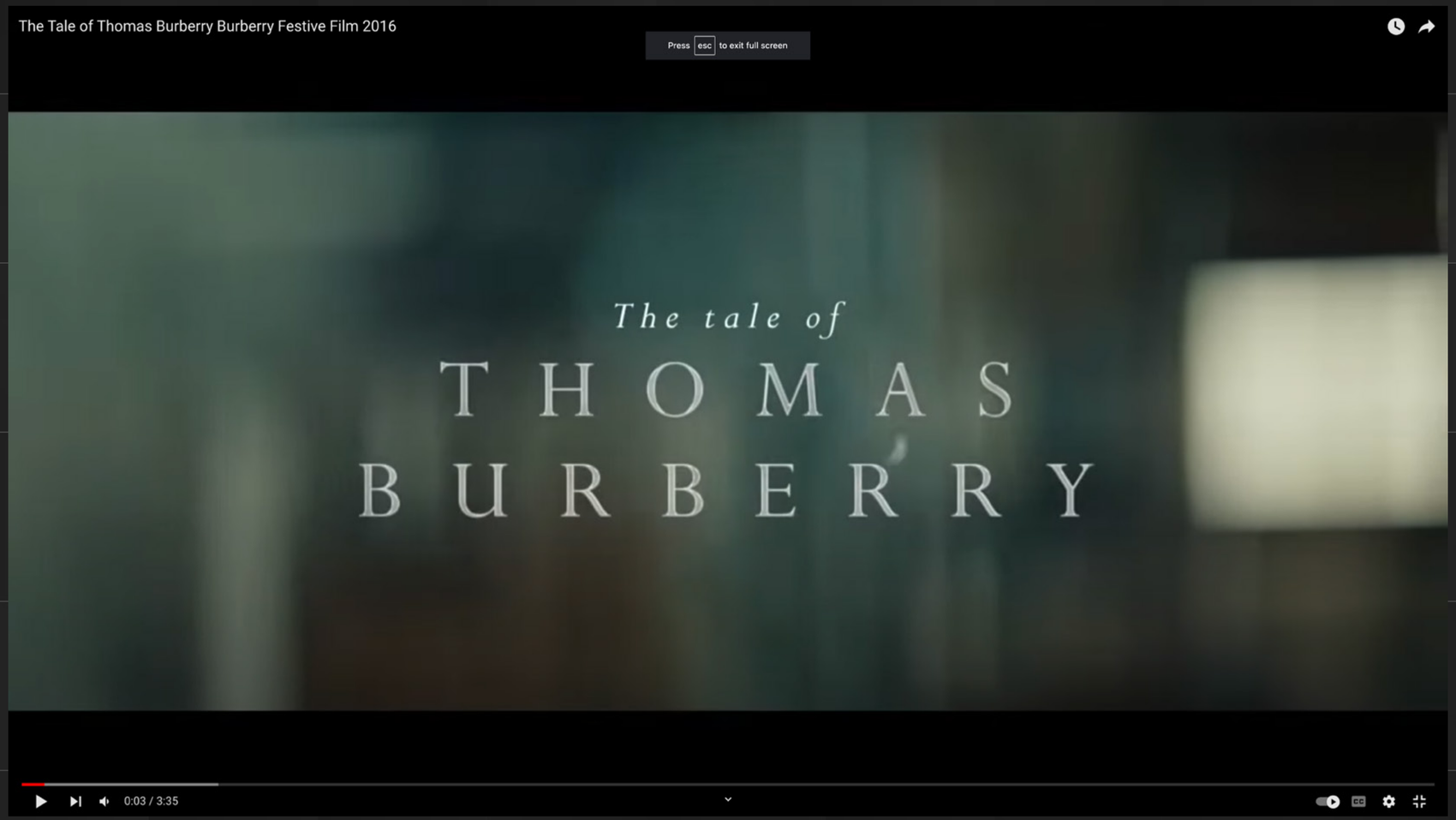
However, your why is about your company, not the customer

Why	**Vision Story -** Why your *company* exists
What	**Mission -** What your company does to realize the vision
	Unique Selling Proposition - How your product's different
How	**Brand Positioning Statement -** Who your company helps, how it helps, and, what this does for the customer
	Differentiator 1 Feature - Benefit
	Differentiator 2 Feature - Benefit
	Differentiator 3 Feature - Benefit

Different
means character

This requires:

- Compelling story
- Super Bowl ad spend



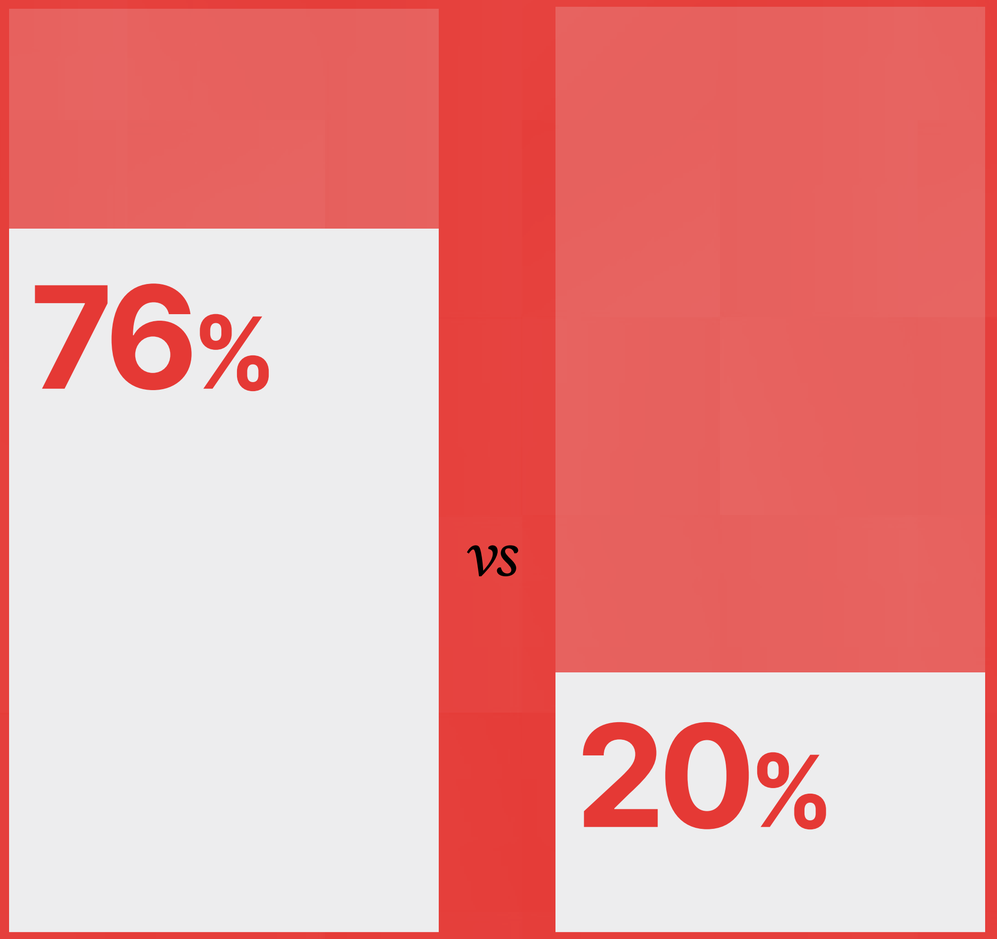
To win the customer’s mind, you have to start with the problem

Buyer’s Journey

By naming a different problem, you can frame it and claim it as a new category

Companies that create their categories, radically differentiate themselves and dominate their markets

Market economics

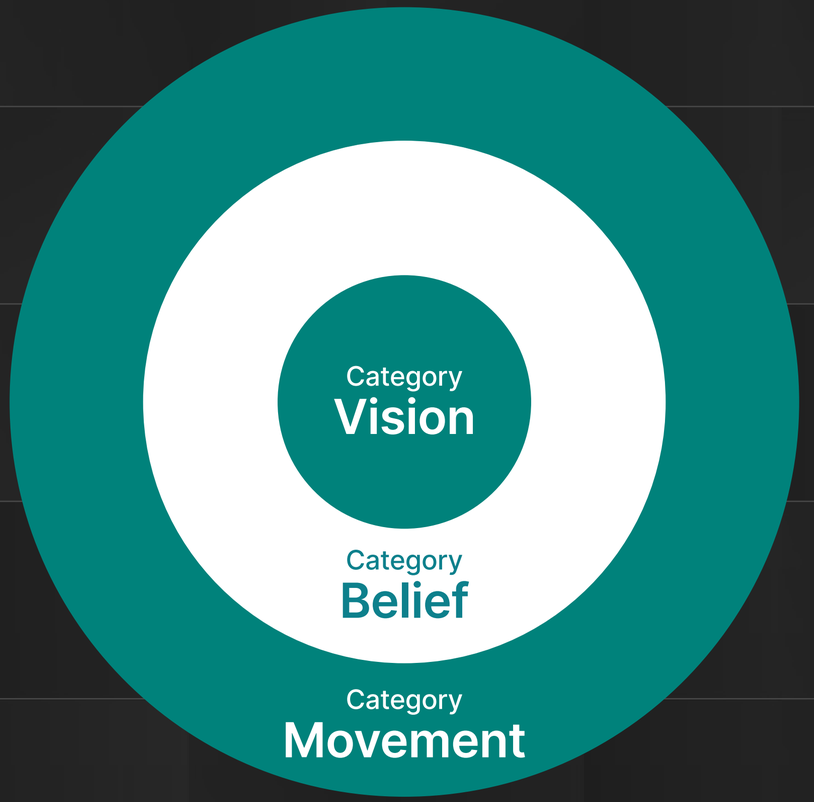


Source: The 22 Laws of Category Design

But categories don’t move customers, narratives do

Marc Benioff — CEO, Salesforce. No software campaign for software as a service (SaaS)

It takes a different kind of story to create a category that can make a difference



INTRODUCING

PURPOSE-LED CATEGORY STORIES

00 PURPOSE-LED CATEGORY STORIES

Create the change you were made to create

01 CATEGORY DESIGN

Design your category

02 STORY DESIGN

Build belief

03 FUNNEL DESIGN

Funnel a movement

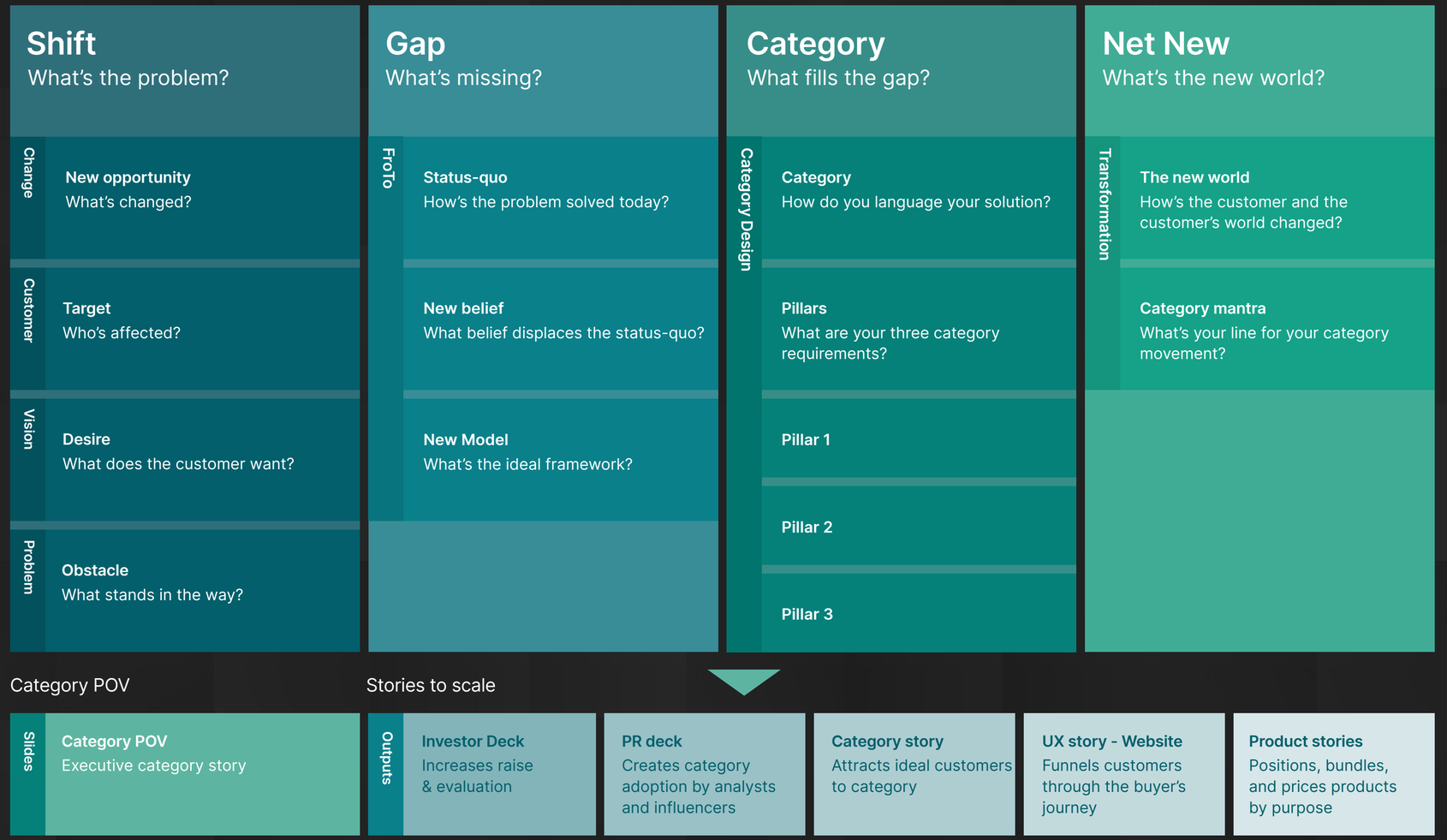
Design your category

Every buyer journey begins with a problem, not the solution. The same holds true for category design. Categories are created to address new gaps caused by market shifts.

Categories radically differentiate businesses by giving customers new associations with new problems and the opportunity to create net-new results. As a result, these customers see category creators as preeminent thought leaders, thus allowing businesses to create their own opportunities instead of chasing them.

Also, category POVs are the foundation of your strategic business story. They not only differentiate your business, they also exponentially scale and grow it.

Purpose-led category design model



Build belief

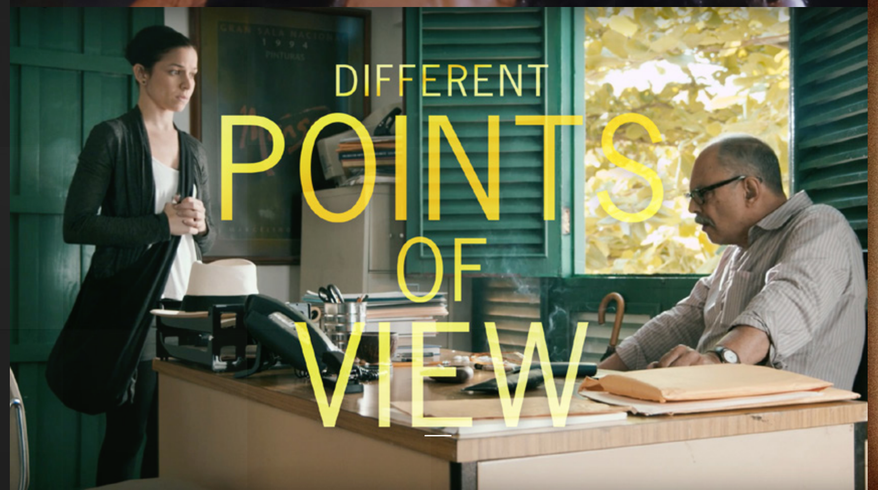
Category selling is an effective way to increase awareness and demand for your solution. However, its success depends on people's belief in your story. Your story must resonate with investors, analysts, influencers, partners, staff, and customers alike before it can disrupt the status quo.

Purpose-led category stories connect with your audience by driving empathy for your customers and creating belief in your ability to help them. They attract friends and followers because they are laser-focused on your mission. Their ability to scale is the key to aligning your category, company, and products. They grow you, bond you with customers, and create the sense of character that sets you apart.

OVID

BECAUSE, LIFE NEEDS A DIFFERENT LENS

OVID



FILMS FROM AN INDEPENDENT WORLD

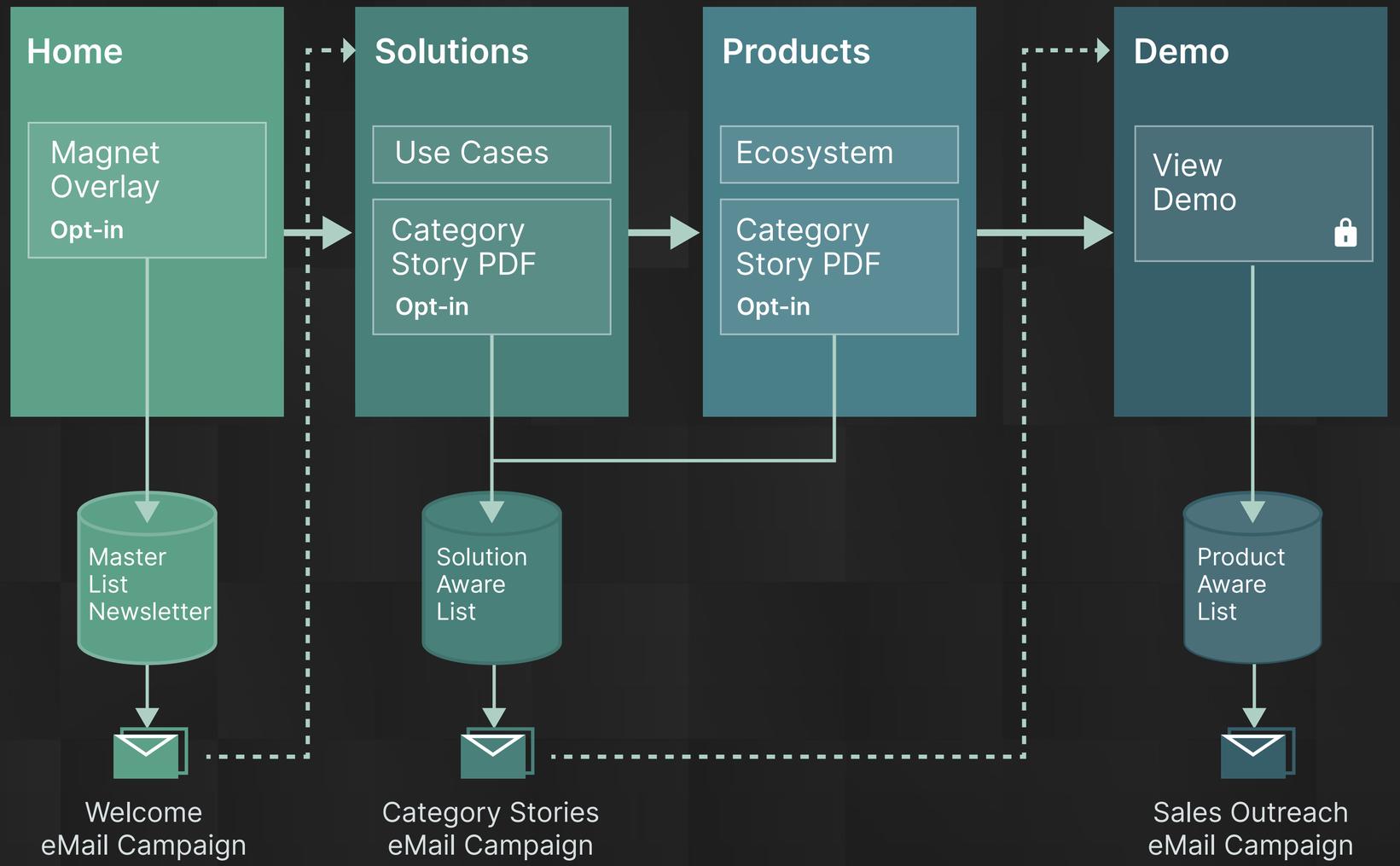
OVID

Funnel a movement

Purpose-led category creators are often hindered by marketing dollars. They have to grow their own markets. Fortunately, there are funnels.

Your best asset for monetization is your IP. Using expert knowledge and influence, you can attract a following of people organically searching for answers or people that understand their problems. With category-differentiated IP on your website, come search rankings. Your purpose-led narrative alone can attract immediate results. Moreover, you can damn search volume and demand by using your narrative as a lead magnet. With the right magnet, high-ranking niche search strategy, and upsells, your acquisition cost becomes no cost.

Designing your website as a funnel is a >2X growth opportunity—even higher with influencers. If you're leveraging your mission to move your business forward, a funnel will give you the power to prevail.



Purpose-led Category Storytelling Capabilities

Category Design

- Category Creation POV
- Category Mantra
- Category Ecosystem
- Product Alignment and Messaging

Story Design

- Decks

PR/Analyst
Investor

Sales

Keynotes

- Case for support
- Website and UX Storytelling
- Books
- Brand Videos
- Sales and Marketing collateral

Solution Briefs

Sales Sheets

Case Studies

Funnel Design

- Webinar presentations
- Landing page sequences
- Video Sales Letters
- Email sequences
- Info-course content
- Social promos
- Ads

01 02 03

CASE STUDIES

Case Study

Decisive action, without fail

Freedom Atlantic

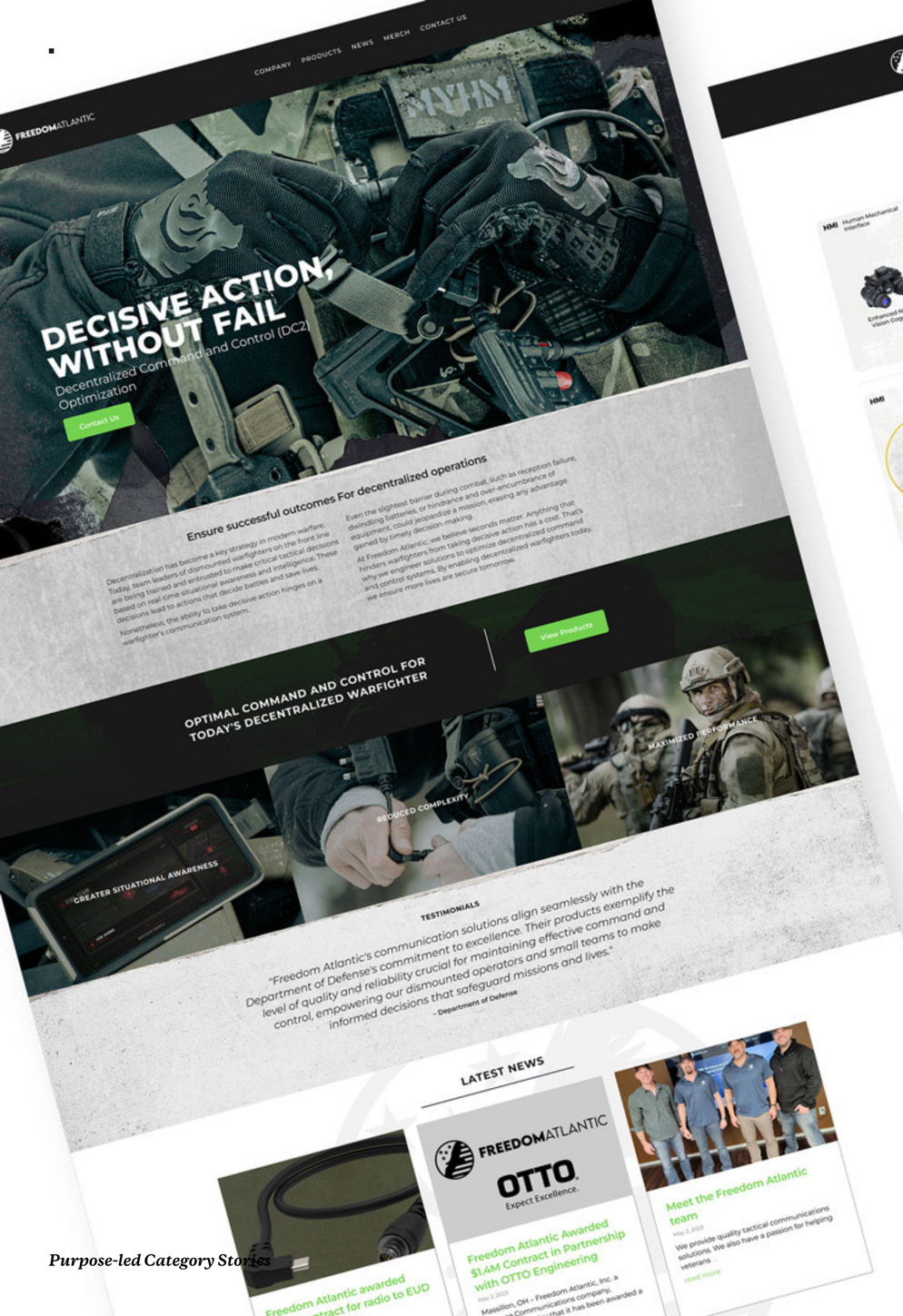
Decentralized command and control optimization

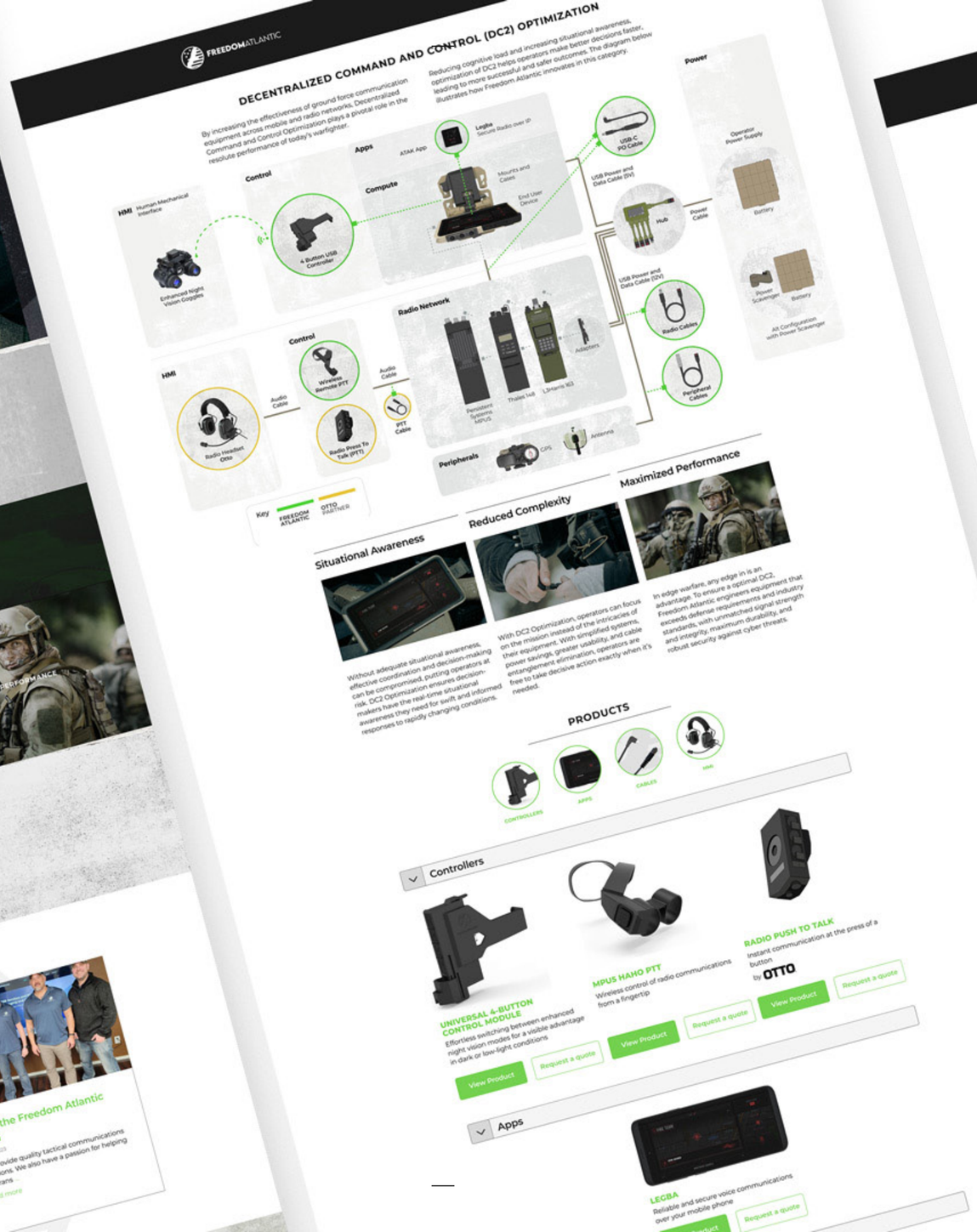
The problem

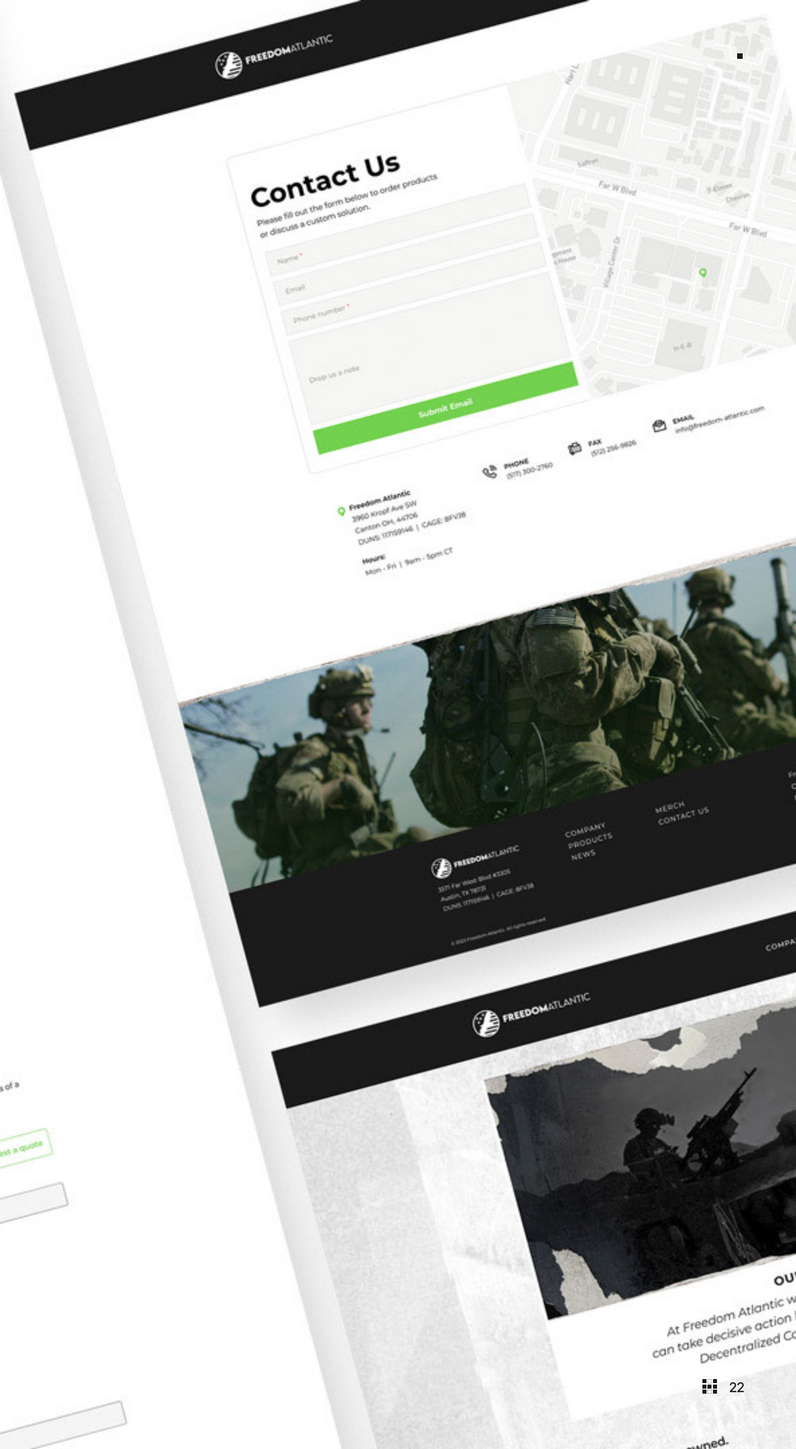
Describing itself as JADC2 services and products to solve challenging and complex problems, Freedom Atlantic needed a story for niche category leadership.

How purpose helped

- Created the POV that decisions made in battle at the lowest level decide outcomes. Successful decisions require a clear understanding of the desired outcome, situational awareness, and uninterrupted communication. In dire situations, Freedom-Atlantic tactical cable and power solutions maintain a communications advantage
- Focused the brand, business strategy, and area of specialization for future product-development


FREEDOMATLANTIC
COMPANY PRODUCTS NEWS MERCH CONTACT US
DECISIVE ACTION, WITHOUT FAIL
Decentralized Command and Control (DC2) Optimization
Contact Us
Ensure successful outcomes For decentralized operations
View Products
OPTIMAL COMMAND AND CONTROL FOR TODAY'S DECENTRALIZED WARFIGHTER
MAXIMIZED PERFORMANCE
REDUCED COMPLEXITY
GREATER SITUATIONAL AWARENESS
TESTIMONIALS
"Freedom Atlantic's communication solutions align seamlessly with the Department of Defense's commitment to excellence. Their products exemplify the level of quality and reliability crucial for maintaining effective command and control, empowering our dismounted operators and small teams to make informed decisions that safeguard missions and lives."
– Department of Defense
LATEST NEWS
FREEDOMATLANTIC
OTTO
Expect Excellence.
Freedom Atlantic Awarded $1.4M Contract in Partnership with OTTO Engineering
Meet the Freedom Atlantic team
Freedom Atlantic awarded


FREEDOMATLANTIC
DECENTRALIZED COMMAND AND CONTROL (DC2) OPTIMIZATION
Control
Apps
Compute
Power
Radio Network
Peripherals
Key
Situational Awareness
Reduced Complexity
Maximized Performance
PRODUCTS
Controllers
UNIVERSAL 4-BUTTON CONTROL MODULE
MPUS HAHO PTT
RADIO PUSH TO TALK
by OTTO
View Product
Request a quote
Apps
LEGBA


FREEDOMATLANTIC
Contact Us
Submit Email
FREEDOMATLANTIC
COMPANY PRODUCTS NEWS
MERCH CONTACT US

DECENTRALIZED COMMAND & CONTROL (DC2) OPTIMIZATION

HMI Human Mechanical Interface

Enhanced Night Vision Goggles

Control

4 Button USB Controller

Apps

ATAK App

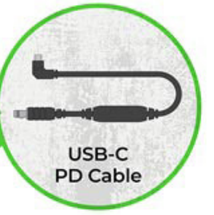
Legba
Secure Radio over IP

Compute

Mounts and Cases

End User Device

Power

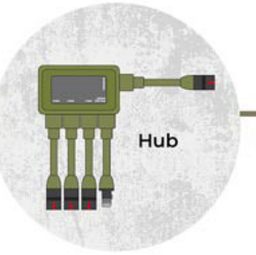


USB-C PD Cable

USB Power and Data Cable (5V)

Operator Power Supply

Battery



Hub

Power Cable

HMI

Radio Headset Otto

Audio Cable

Control

Wireless Remote PTT

Radio Press To Talk (PTT)

Audio Cable

PTT Cable

Radio Network

Persistent Systems MPU5

Thales 148

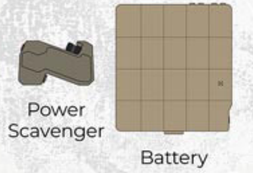
L3Harris 163

Adapters

USB Power and Data Cable (12V)

Radio Cables

Peripheral Cables



Power Scavenger

Battery

Alt Configuration with Power Scavenger

Peripherals

GPS

Antenna

Key

FREEDOM ATLANTIC

OTTO PARTNER

Case Study

Sell value. Change the world

Altify, Upland Altify

Customer Revenue Optimization

The problem

Described as a sales tool “add on” for Salesforce, no market category existed for Altify. When it came to explaining the product, the organization was stuck.

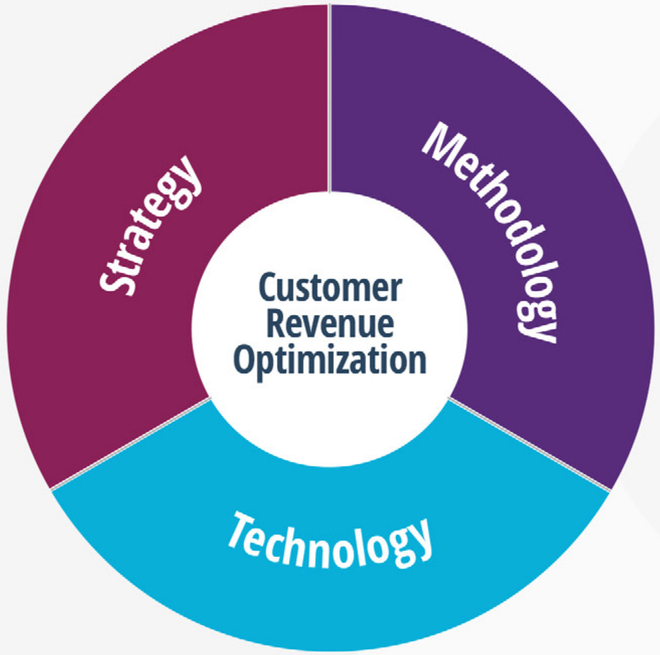
How purpose helped

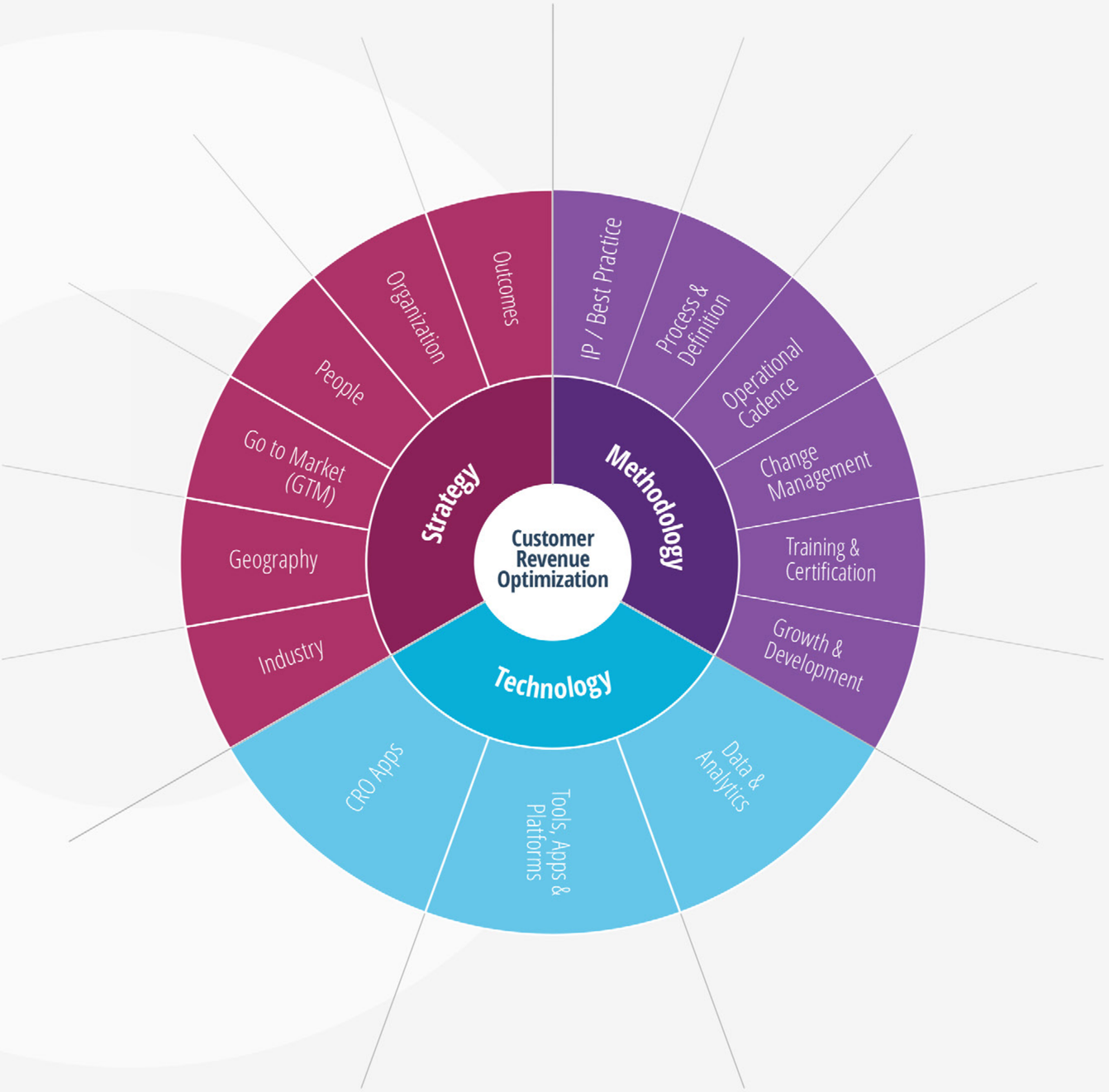
- Launched the story for a $3.2B category: Customer Revenue Optimization
- Shifted the market from product-led sales strategies to customer-centric thinking and introduced the concepts of “outcome-based selling” and “the revenue team” to the industry
- Fueled lead magnet content: CRO Benchmark study
- Positioned Altify for acquisition by Upland Software three months after

SELL VALUE.
CHANGE
THE WORLD.
Customer Revenue Optimization.
Welcome to the future of Sales.

ALTIFY
Customer Revenue Optimization
PRODUCTS
SERVICES
CUSTOMERS
RESOURCES
COMPANY
BLOG
REQUEST A DEMO
EBOOK
SELL VALUE. CHANGE THE WORLD.
CUSTOMER REVENUE OPTIMIZATION
DOWNLOAD EBOOK
WE ARE THE CUSTOMER REVENUE OPTIMIZATION COMPANY
Helping companies to generate value with every customer interaction to grow revenue
Win the opportunities that matter
Grow revenue in your key accounts
Improve sales execution by aligning the extended revenue team
VIEW APPLICATIONS

27%
People
23%
Technology
22%
Process
14%
Knowledge
14%
Culture
Customer Revenue Optimization Benchmark Study 2019: Unlock Revenue Growth by Providing a Better Customer Experience
8
Revenue is positively impacting sales velocity
Dramatic improvements in the length of sales cycles are possible when teams better understand customers, improve deal qualification and present unique value.
3
New customer growth is the revenue driver
Consistent with the move to top line growth, organizations are prioritizing new customer acquisition in 2019.
Customer experience has leapt up the charts to the #2 position. Organizations are aggressively investing to improve the customer experience, suggesting that further gains in new customer growth and continued retention of existing customers will both come from a focus on experience.
Despite the push for new acquisition, existing customers are still important. 58% of respondents still see them as a major source of revenue growth despite slipping down one position to #3.
What are top-priority opportunities to improve in 2019?
2019:
75%
New customer acquisition
62%
The customer experience
58%
Revenue from existing customers
56%
Number of qualified opportunities
45%
Opportunity win rate
2018:
1st
4th
2nd
3rd
5th
The Big Takeaway
7
Content
The Big Takeaway
Revenue growth is the top priority
Businesses are shifting focus from customer retention to revenue growth. A big change from previous benchmark studies.
New customer growth is the reve
Revenue growth will come from ne
acquisition. Improving the custom
is key to achieving this outcome
Current Realities
Digital transformation and the rise of AI continue to disrupt the landscape
Respondents cite digital transformation and artificial intelligence as the two most disruptive factors in their businesses for the third year in a row, strongly suggesting the need for investment to address business impacts.
The business outlook is
Business leaders and the
confidence in their com
expecting performanc
Trust continues its
Corporations and g
and it's only gettin
Sales Priorities
Companies are focusing on sales effectiveness to drive revenue
Sales effectiveness means generating value in every interaction with the customer. Effectiveness is the clear #1 priority for 2019.
Most comp
competen
They are
trained,
to effe
custo
CUSTOMER REVENUE OPTIMIZATION
BENCHMARK STUDY 2019
Unlock Revenue Growth by Providing a Better Customer Experience
ALTIFY
Customer Revenue Optimization
The Path
Revenue
The path to improv
capture and maxi
customer lifetime
with a focus on
in every custo
This report sh
customer-ce
value creati
to a rise in
sales per
A dramatic shift is underway. After a sustained period of historic growth over the last few years, successful companies are re-examining their priorities and looking for new ways to drive top-line revenue in 2019. Companies who optimize their business to the changes in the marketplace will emerge as winners.
Optimization is being adopted across all get ahead, improve execution and ness processes and to customers
Digital transformation and the rise of AI continue to disrupt the business landscape
Digital transformation and the continued rise of artificial intelligence are the most significant business and technology trends and disruptive forces for organizations to deal with, showing a steady increase from respondents over the last three years.
Organizations must incorporate AI into their strategies for customer revenue optimization with an initial focus on customer-facing roles including sales, marketing and customer success.
What do you expect to disrupt your business?
Digital Transformation
48%
55%
60%
Advancement in AI
26%
32%
45%
Disruptors
60% Digital Transformation
45% Advancement in AI
35% Mergers & Acquisitions
19% Political change in the US
18% Currency volatility
14% Instability in China
14% Instability in the EU/Brexit
8% Global Terrorism
Customer Revenue Optimization Benchmark Study 2019: Unlock Revenue Growth by Providing a Better Customer Experience
10


Strategy
Methodology
Customer Revenue Optimization
Technology


Outcomes
Organization
People
Go to Market (GTM)
Geography
Industry
IP / Best Practice
Process & Definition
Operational Cadence
Change Management
Training & Certification
Growth & Development
CRO Apps
Tools, Apps & Platforms
Data & Analytics
Strategy
Methodology
Technology
Customer Revenue Optimization

Case Study

Serving our Ocean Stewards

OneReef.org

Community-led management of coral reefs and island ecosystems

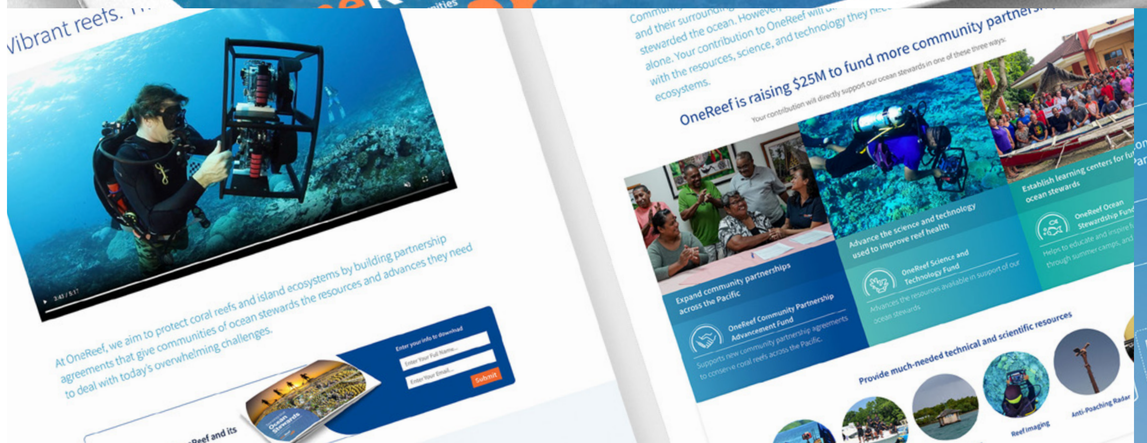
Problem: Serving the Underserved

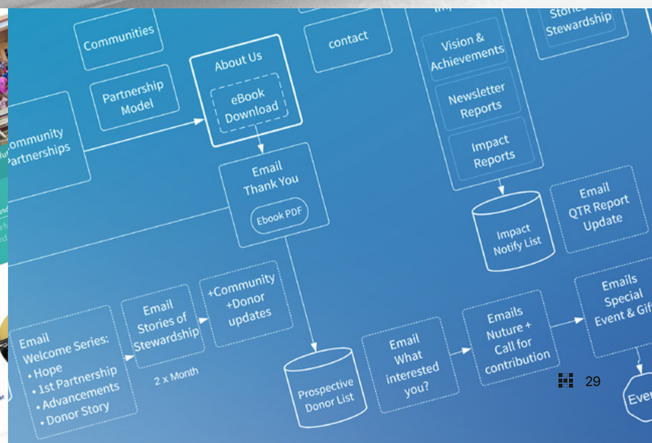
OneReef has a proven model for community-led conservation of coral reefs and island ecosystems. But, scaling the model takes aid from philanthropic support. To gain such support, OneReef had to create a mission-focused story based on an indigenous world to which few people outside its organization could fully relate.

Solution: Inspiring Stories of Ocean Stewardship

Indigenous communities make up only 5% of the world, yet support 80% of its biodiversity. Their efforts, unrecognized and underfunded, are heroic. Telling their stories of stewardship was the key to changing everything.

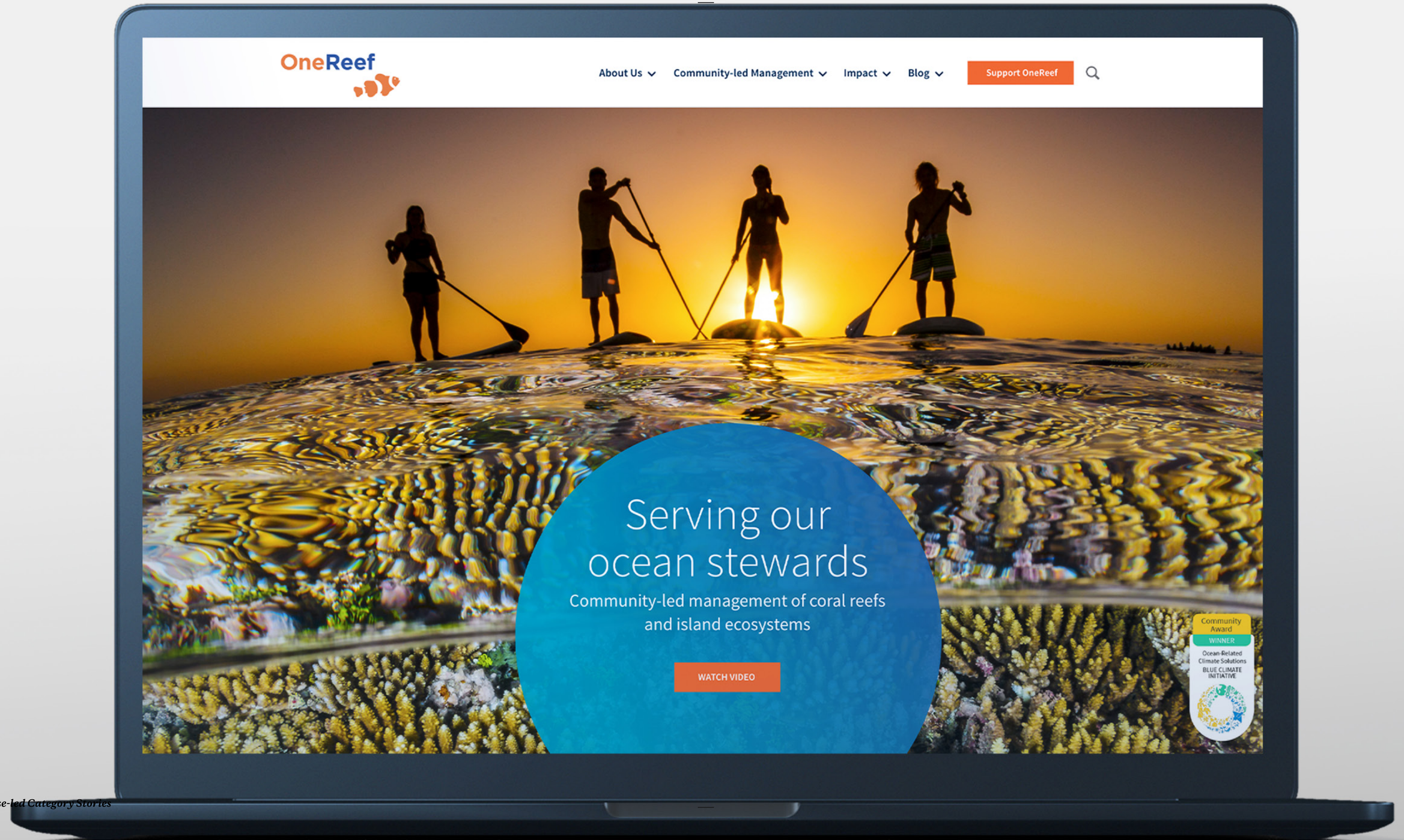
- Community-led management category design
- Moves-management and content strategy driven by inspiring stories of Ocean Stewardship
- Purpose-led Category Stories: case for contribution and website

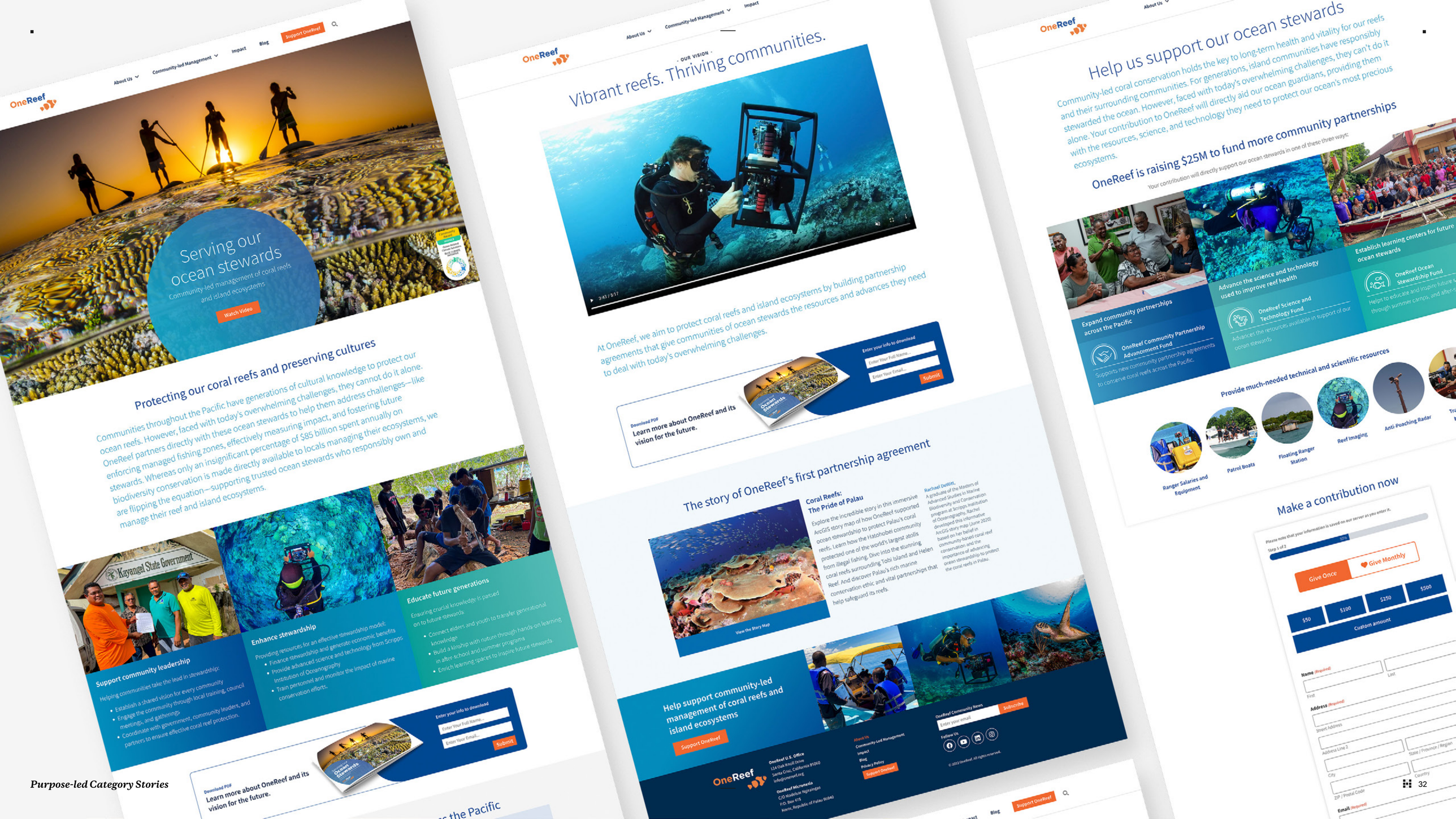


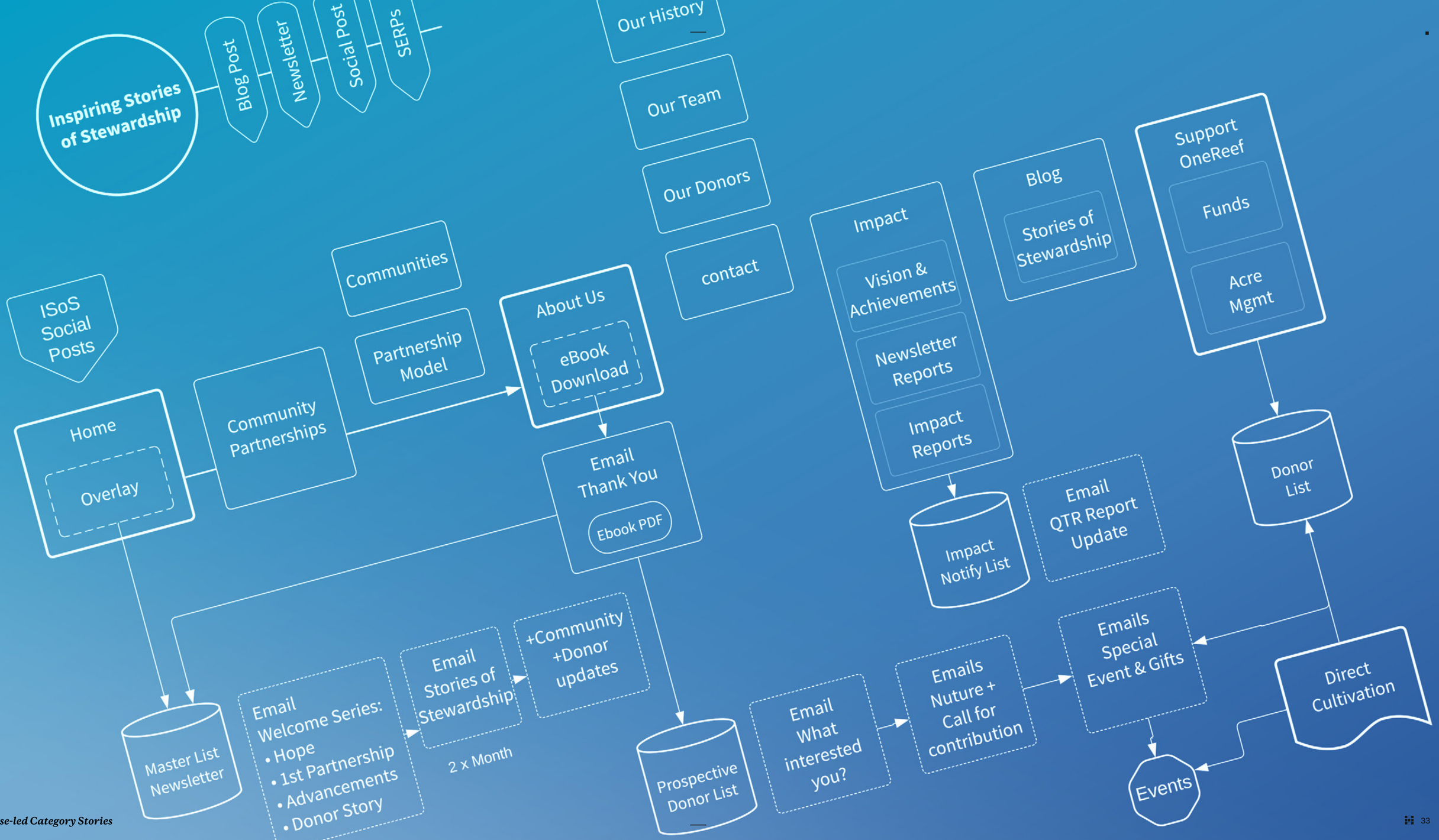


Purpose-led Category Stories

Serving our
Ocean
Stewards
Community-led management of coral reefs
and island ecosystems
OneReef
Vibrant Reefs, Thriving Communities


OneReef
About Us
Community-led Management
Impact
Blog
Support OneReef
Serving our ocean stewards
Community-led management of coral reefs and island ecosystems
WATCH VIDEO
Community Award
WINNER
Ocean-Related Climate Solutions
BLUE CLIMATE INITIATIVE

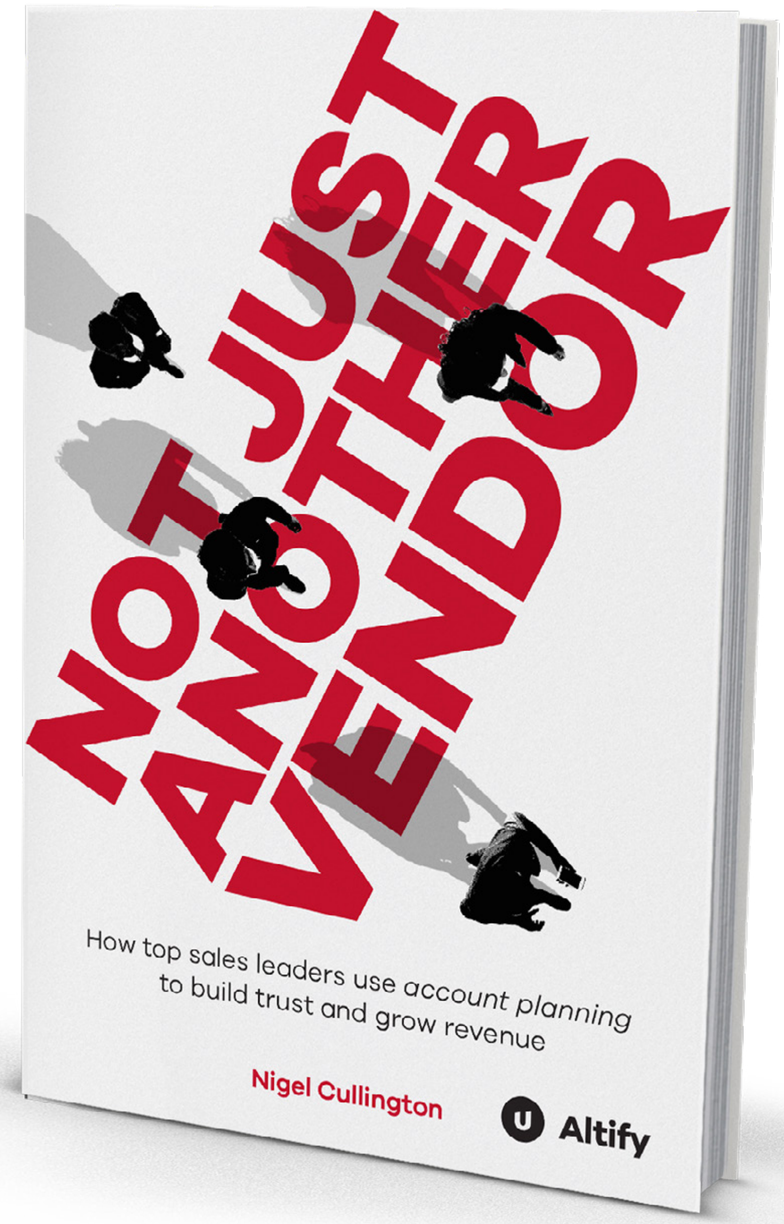

OneReef
About Us
Community-led Management
Impact
Blog
Support OneReef
Serving our ocean stewards
Community-led management of coral reefs and island ecosystems
Watch Video
Protecting our coral reefs and preserving cultures
Communities throughout the Pacific have generations of cultural knowledge to protect our ocean reefs. However, faced with today's overwhelming challenges, they cannot do it alone. OneReef partners directly with these ocean stewards to help them address challenges—like enforcing managed fishing zones, effectively measuring impact, and fostering future stewards. Whereas only an insignificant percentage of $85 billion spent annually on biodiversity conservation is made directly available to locals managing their ecosystems, we are flipping the equation—supporting trusted ocean stewards who responsibly own and manage their reef and island ecosystems.
Kayangel State Government
Support community leadership
Helping communities take the lead in stewardship:
• Establish a shared vision for every community
• Engage the community through local training, council meetings, and gatherings
• Coordinate with government, community leaders, and partners to ensure effective coral reef protection.
Enhance stewardship
Providing resources for an effective stewardship model:
• Finance stewardship and generate economic benefits
• Provide advanced science and technology from Scripps Institution of Oceanography
• Train personnel and monitor the impact of marine conservation efforts.
Educate future generations
Ensuring crucial knowledge is passed on to future stewards
• Connect elders and youth to transfer generational knowledge
• Build a kinship with nature through hands-on learning in after-school and summer programs
• Enrich learning spaces to inspire future stewards
Download PDF
Learn more about OneReef and its vision for the future.
Enter your info to download
Enter Your Full Name...
Enter Your Email...
Submit
Vibrant reefs. Thriving communities.
OUR VISION
At OneReef, we aim to protect coral reefs and island ecosystems by building partnership agreements that give communities of ocean stewards the resources and advances they need to deal with today's overwhelming challenges.
The story of OneReef's first partnership agreement
Coral Reefs: The Pride of Palau
Explore the incredible story in this immersive ArcGIS story map of how OneReef supported ocean stewardship to protect Palau's coral reefs. Learn how the Hatohobei community protected one of the world's largest atolls from illegal fishing. Dive into the stunning coral reefs surrounding Tobi Island and Helen Reef. And discover Palau's rich marine conservation ethic and vital partnerships that help safeguard its reefs.
Rachael DeWitt,
A graduate of the Masters of Advanced Studies in Marine Biodiversity and Conservation program at Scripps Institution of Oceanography, Rachel developed this informative ArcGIS story map (June 2020) based on her belief in community-based coral reef conservation, and the importance of advancing ocean stewardship to protect the coral reefs in Palau.
View the Story Map
Help support community-led management of coral reefs and island ecosystems
Support OneReef
OneReef U.S. Office
114 Clark Knoll Drive
Santa Cruz, California 95060
info@onereef.org
OneReef Micronesia
C/O Madelsior Ngiraingas
P.O. Box 475
Koror, Republic of Palau 96940
About Us
Community-Led Management
Impact
Blog
Privacy Policy
Support OneReef
OneReef Community News
Enter your email
Subscribe
Follow Us
© 2023 OneReef. All rights reserved.
Help us support our ocean stewards
Community-led coral conservation holds the key to long-term health and vitality for our reefs and their surrounding communities. For generations, island communities have responsibly stewarded the ocean. However, faced with today's overwhelming challenges, they can't do it alone. Your contribution to OneReef will directly aid our ocean guardians, providing them with the resources, science, and technology they need to protect our ocean's most precious ecosystems.
OneReef is raising $25M to fund more community partnerships
Your contribution will directly support our ocean stewards in one of these three ways:
Expand community partnerships across the Pacific
OneReef Community Partnership Advancement Fund
Supports new community partnership agreements to conserve coral reefs across the Pacific.
Advance the science and technology used to improve reef health
OneReef Science and Technology Fund
Advances the resources available in support of our ocean stewards
Establish learning centers for future ocean stewards
OneReef Ocean Stewardship Fund
Helps to educate and inspire future
through summer camps, and after-
Provide much-needed technical and scientific resources
Ranger Salaries and Equipment
Patrol Boats
Floating Ranger Station
Reef Imaging
Anti-Poaching Radar
Make a contribution now
Please note that your information is saved on our server as you enter it.
Step 1 of 2
50%
Give Once
Give Monthly
$50
$100
$250
$500
Custom amount
Name (Required)
First
Last
Address (Required)
Street Address
Address Line 2
City
State / Province / Region
ZIP / Postal Code
Country
Email (Required)


Inspiring Stories of Stewardship
Blog Post
Newsletter
Social Post
SERPs
Our History
Our Team
Our Donors
contact
Communities
Partnership Model
About Us
eBook Download
ISoS Social Posts
Home
Overlay
Community Partnerships
Email Thank You
Ebook PDF
Impact
Vision & Achievements
Newsletter Reports
Impact Reports
Blog
Stories of Stewardship
Support OneReef
Funds
Acre Mgmt
Donor List
Impact Notify List
Email QTR Report Update
Master List Newsletter
Email Welcome Series:
• Hope
• 1st Partnership
• Advancements
• Donor Story
Email Stories of Stewardship
+Community +Donor updates
2 x Month
Prospective Donor List
Email What interested you?
Emails Nuture + Call for contribution
Emails Special Event & Gifts
Direct Cultivation
Events

Not just another vendor account planning book and book funnel

Upland Altify

Account planning book and book funnel



Paid

Social Promos

Awareness	Mid Funnel	News
Account Planning as a practice	What good looks like in selling	Announce Book Launch
Book Preview	Book Story	Request a Copy

List

Marketing Email Drip MQL >40

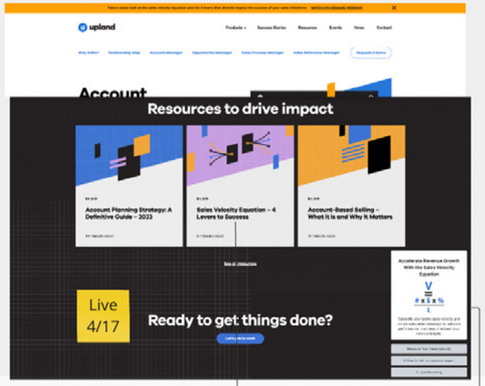
1	2	3
Awareness Account Planning as a practice	**Mid Funnel** What good looks like in selling	**News** Announce Book Launch
Book Forward	Chapter 1	Request a Copy

Sales / CSM Email Campaign 1: 1 (A, B, C)

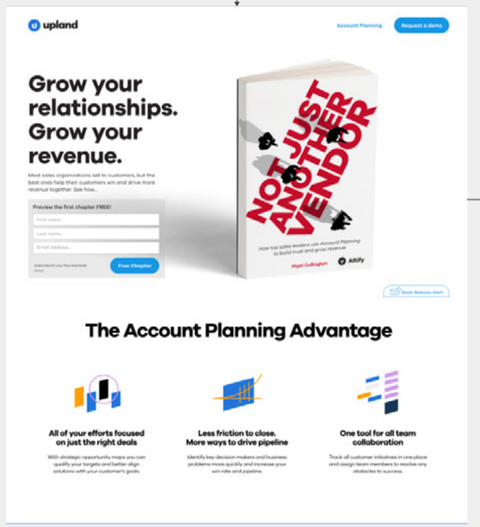
1	2
Awareness Account Planning as a practice	**Invitation** Get a copy of the book

Owned

Altify Home Page



AP Book Landing Page



Email

email 1
Thank You Download

email 2
Thank You Download
Question/Reply

Sales

Sales

Paulo Sellitti

Story Designer, Founder

As a purpose-driven category story designer, Paulo Sellitti creates stories that make solution innovators category leaders. HYPNOTIC - Story Design founder, +25 year experienced creative director, and co-author of the industry-leading sales account planning book, “Not Just Another Vendor,” Paulo’s mission is to help businesses tell stories that create positive change.

Paulo helped Blue Climate Initiative winner OneReef.org build a category movement for community-led management of coral reefs and island ecosystems. He’s taken multiple platform solution companies to leadership in billion-dollar markets. He’s helped businesses raise $10-25M from investors. Increased evaluations. Accelerated acquisitions. And built go-to-market stories to disrupt +$10B markets.

A master storyteller with decades of experience in advertising, UX storytelling, and entertainment, Paulo Sellitti is purpose-built to design stories that create a positive shift in the world.

Clients we've helped lead with purpose

Hypnotic is also proud to support top personal and professional development coaches

- Ben Kiker
- Bronwyn Communications
- JD Schramm
- Maria Ross
- Hypnawolf

Testimonials

Paulo quickly grasped the essence of OneReef, our model, and our dedication to serving ocean communities. Then he translated that understanding into the vision document we need going forward- with vibrance, clarity, and emotional connection.

Christopher LaFranchi

Founder & CEO at OneReef - Vibrant reefs, Thriving communities Founder & CEO at OneReef - Vibrant reefs, Thriving communities

I've had the privilege to work with Paulo over the last few years including a huge project to develop, build, and launch the new category of Customer Revenue Optimization (CRO). Paulo is far greater than a designer, a content architect, and a category maker, he is simply an invaluable part of our extended revenue team and how we drive value for our customers and our company!

Nigel Cullington

VP of Marketing | Sales Effectiveness
Upland Software

Paulo is like a secret weapon. I don't even know what to call him: Business advisor, brand strategist, messaging expert, copywriter, designer, co-conspirator—the way his creative brain works is amazing. He marries creativity with business reality to get results.

Maria Ross

Empathetic Brand Advisor | TEDxSpeaker
Author & Podcast Host, The Empathy Edge

Ready to create the change you were made to create?

Start your story

Email paulo@hypnoticdesign.com for a free consultation

HYPNOTIC™

Hypnotic Design
Pasadena, CA
(415) 320-8445

paulo@hypnoticdesign.com
www.HypnoticDesign.com

©2023 Hypnotic Design. All rights reserved.