

BRANDING

Part 5: Creating a Deck

What is a deck?

Let me start by explaining what a deck is and how it can be used to help develop your brand. Decks are often used in marketing, but they are very useful for anyone who is pitching a concept. Often they can be e-mailed, but it is much more compelling to present your deck in person. The delivery of the presentation is as important as the deck itself.

A deck is made up of a series of slides. They are intended to present a product or concept to potential investors, business associates, clients or anyone else. They are typically created in PowerPoint and contain a summary of your ideas supported by details about the product as well as illustrations and financial projections.

How to use a deck:

I started to use decks after doing a lot of TV work with CBS. I gained a lot of insight to using them. We often used decks to present collaboration opportunities to large food brands to partner with or be sponsors for the TV show "Recipe Rehab." Once I saw decks in use, I decided to start to use them for my own branding campaigns.

If I had an idea for a restaurant and I wanted to give examples of what the food may look like or what the interior would look like, I would use a deck. I would also insert key elements, like who my target audience and key players were. It may sound like a business plan, but it is much more of a "flyover" snapshot to pique someone's interest about your concept.

You can also use decks to pitch the concept for a TV show, a cookbook, or anything that you would want to pitch to potential investors.

A few tips about creating decks:

If you were trying to raise money for your new catering company, or perhaps you had an idea for a TV show that you wanted to share with different networks, a deck would help show it to them so they could better understand your idea.

A deck does not, however, take the place of a business plan, because sometimes your concept is not actually a business. It may be presenting to the club where you work the benefits of them supporting you doing the CMC exam. It may be that you are seeking sponsorship dollars for a BBQ team. There are many examples of when a deck would come in handy and prove effective.

When I left the Greenbrier, I created a deck about my brand and the services I offered. We will discuss in later sections how to charge for services. I get a lot of people who ask me about what to charge for consulting, a dinner or a demo. Using a deck to present your services makes an outstanding impression about your idea.

I really want everyone in our community to have the very best tools available so that, whatever your goals are, you will have the insight and resources to accomplish them. I hope that understanding the power of a well-presented deck will help you get one step closer to accomplishing your goals.