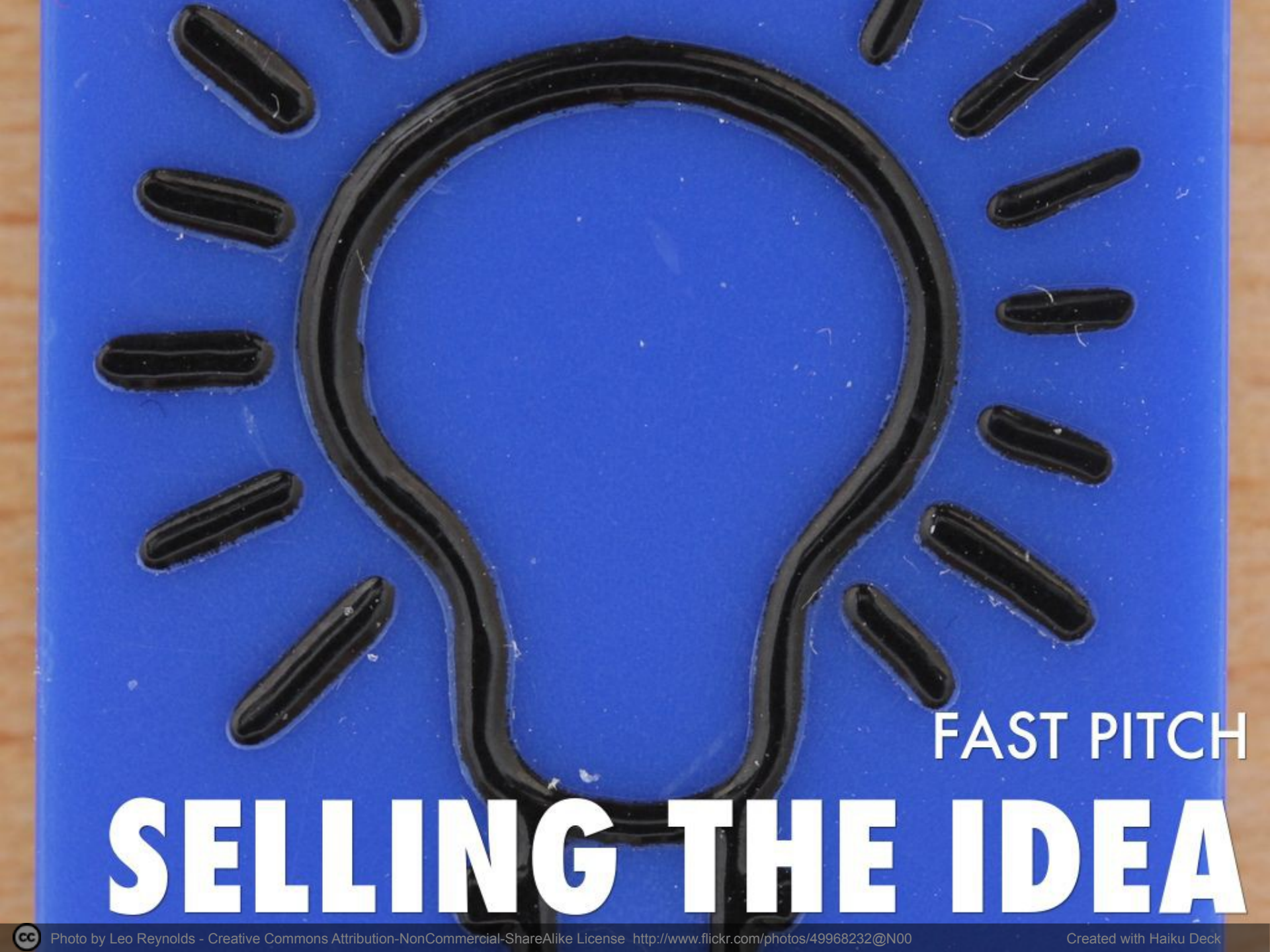
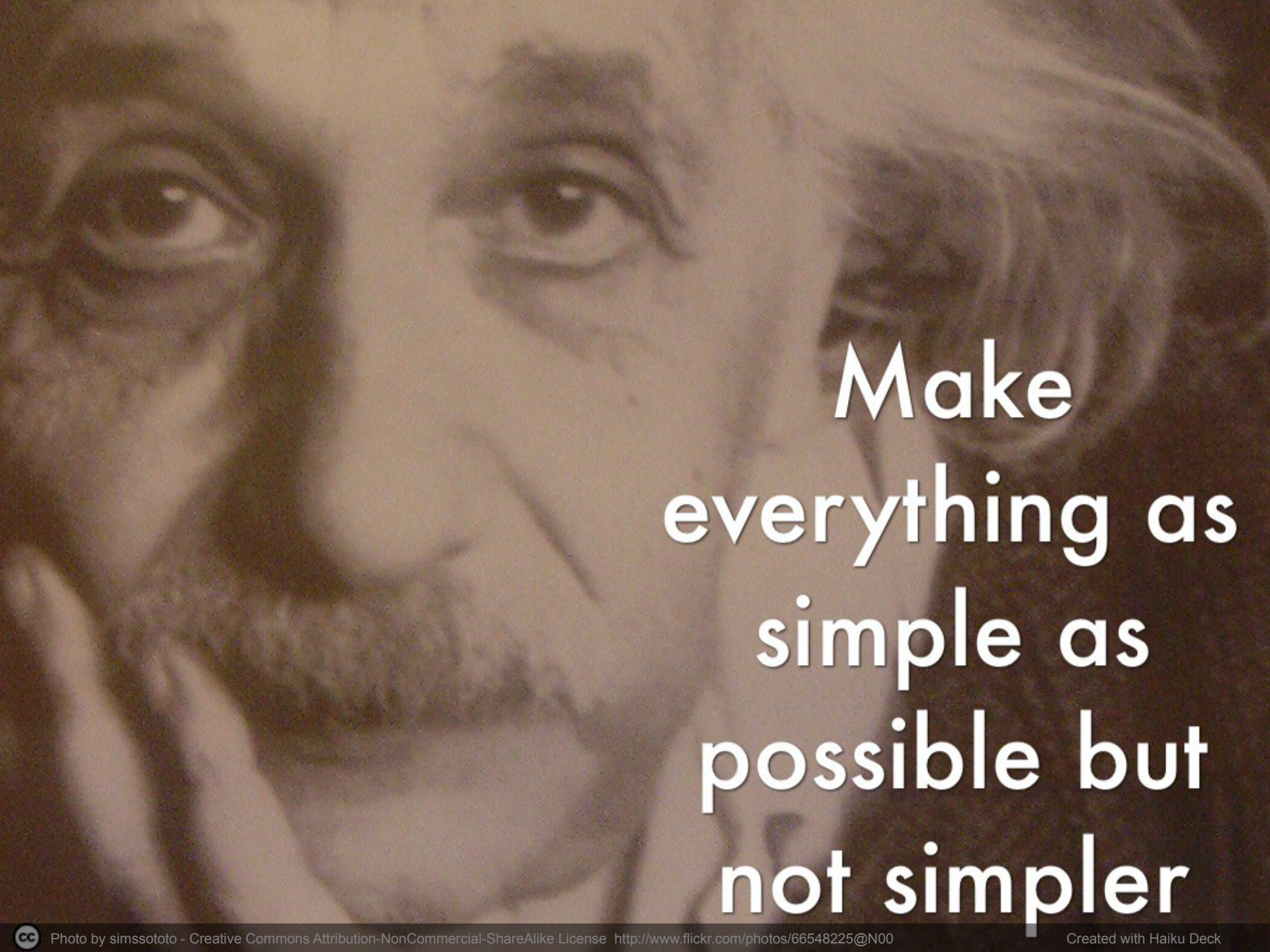




FAST PITCH

SELLING THE IDEA





Make
everything as
simple as
possible but
not simpler

A visual artist selling photography gear



WHO ARE YOU?





CUSTOMER

FOR THE PROFESSIONAL PHOTOGRAPHER





NEED OR DESIRE

THAT WANTS TO DISTORT AN IMAGE

PRODUCT



LENSBABY (BRAND)



MARKET CATEGORY

A background image featuring a dark night scene with out-of-focus city lights. The lights appear as soft, glowing circles in various colors including yellow, orange, white, and green, creating a bokeh effect against the dark sky.

IS A CREATIVE LENS





BENEFIT

THAT BLURS THE PICTURE



COMPETITION

UNLIKE EXPENSE QUALITY LENSES



UNIQUE

A CHEAP CREATIVE MODULAR LENS KIT

A photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower, reflected in the calm water of Lake Michigan. The image has been processed with a wavy, liquid-like filter that distorts the vertical lines of the buildings and their reflections, creating a shimmering, undulating effect. The sky is a pale, overcast grey.

HOW THAT CAN TILT, FSTOP & FILTER



NOW ONLINE & FINE PHOTOSHOPS

WHEN & WHERE



A long-exposure photograph of the Singapore Flyer at night, showing light trails from the capsules and surrounding city lights. The Ferris wheel is the central focus, with its structure and capsules illuminated. The background shows a cityscape with other lights and structures.

URGENCY

BUY NOW FOR ONLY \$99 PREORDER

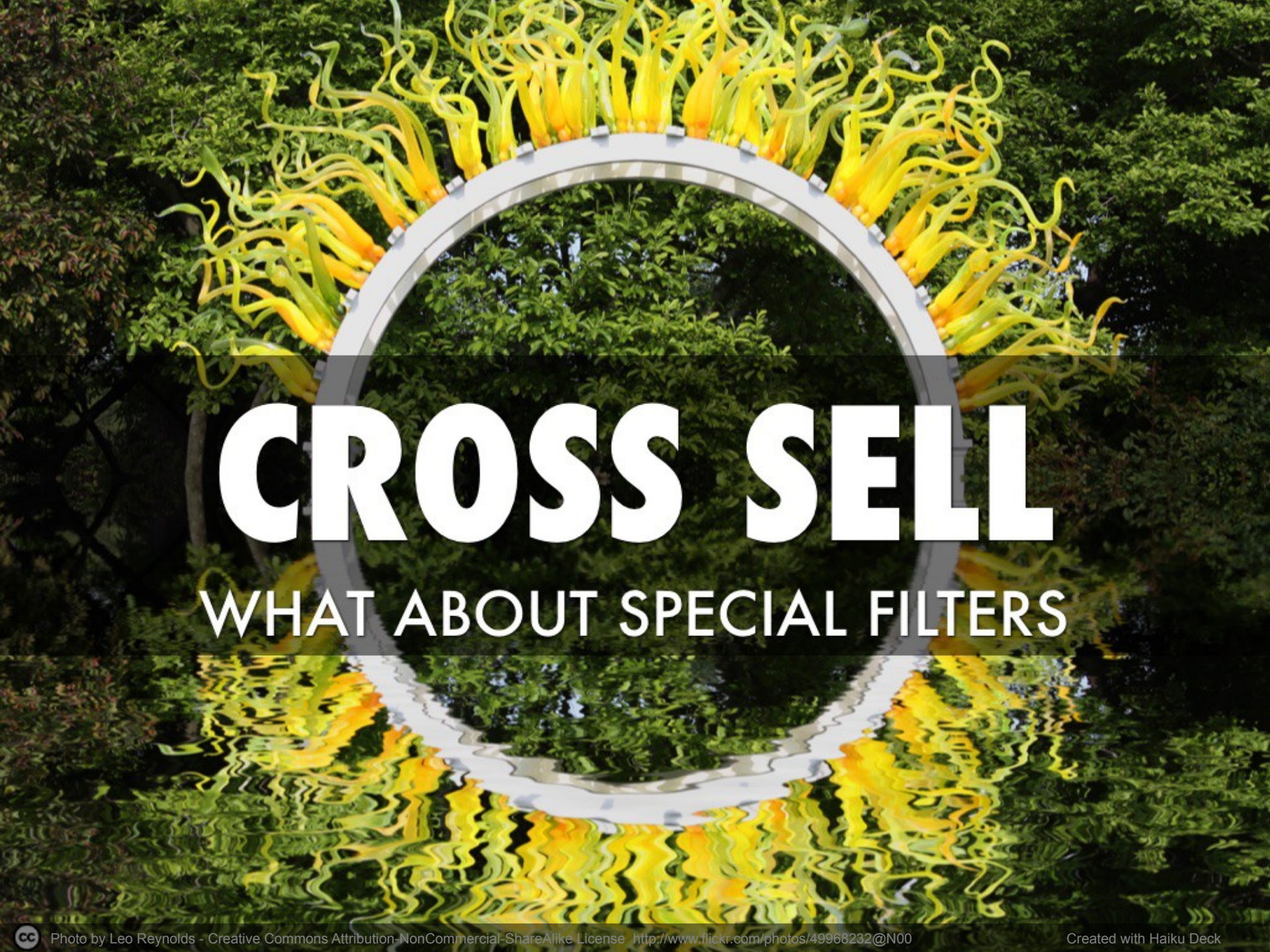


TAKE AWAY

A group of people are standing on a path, holding various umbrellas. The umbrellas are in shades of red, black, and pink. The people are wearing casual clothing like jeans and t-shirts. The background is a green field with trees.

TELL ALL YOUR FRIENDS



A circular garden bed with yellow flowers and green foliage, reflected in water. The scene is captured from a high angle, showing the circular bed and its reflection in the water. The text "CROSS SELL" is overlaid in large white letters, and "WHAT ABOUT SPECIAL FILTERS" is overlaid in smaller white letters below it.

CROSS SELL

WHAT ABOUT SPECIAL FILTERS



COME BACK
SHOW ME YOUR PHOTOS TO POST

Selling the Idea = Execution

FOR	<i>target customer</i>
WHO HAS	<i>customer need, product name</i>
IS A	<i>market category</i>
THAT	<i>one key benefit</i>
UNLIKE	<i>competition</i>
THE PRODUCT	<i>unique differentiation</i>