

**Angie's REMARKS**  
**Yale Day of Instrumentation**  
**January 24, 2020**

Angie's suggested **roadmap for successful marketing = cookbook recipe**

**5 key ingredients:**

- 1) **Develop an attractive description of your technologies**
  - needs to be broadly understood
  - for webpage, brochure etc.
- 2) **Collect and use visuals**
  - photos, videos etc. to inspire people
- 3) **Compose a short list of brag points**
  - to convince Development, administrators, funding agencies and other donors that it is worth investing
    - a) List the **top achievements**
    - b) Point out where is Yale **cutting edge**
    - c) Where you **intersect with science priorities**
- 4) **Create and prioritize a list of needs**
  - should be done with some caution
  - mainly an internal document to guide priorities
  - provide to outside entity only along with the brag points and 5)
- 5) **Create a vision**
  - make people dream of possibilities yet to come
  - Esp. important for donors