

The Press, and How to Humor Us

Andy Ihnatko

ihnatkko.com

@ihnatkko

Coming soon,
the iPad app that will
REVOLUTIONIZE
Language



Act One:
My Job.

Act Two:
I come to you.

Say it, AND
spray it.

A great website is
the hardest-working
PR rep you can
possibly have.

Your Website

Have one.

Your Website

Make it easy
to find.

Your Website

If there's no
contact info,
what's the point?

Your Website

FAQ & Summary
pages!

Your Website

Give me a
live-fire demo.

Your Website

Media Assets

Your Website

i. Hate
clever Spellings of
product names

(Incidentally, all of
this will also help
your potential
customers)

Act Three:
You come to me.

Be polite, but
don't be shy.





[Who's Twelve South?](#) / [View our Products](#)

(0)



[MAIN](#) [FAQ/TECH SPECS](#) [GALLERY/REVIEWS](#) [BLOG](#)



One accessory lets you charge two devices at once.

PlugBug is made exclusively for all MacBook Power Adapters, including current and previous models. Snap PlugBug onto your MacBook Power Adapter and you now have the first ever device that lets you charge your MacBook + iPad or iPhone simultaneously, from one wall outlet. [Watch this video](#) to see how easy it is to use PlugBug.

Fastest iPad charge possible.

The beautifully designed, bright red PlugBug packs a powerful 10 watts, providing the fastest charge possible to iPad and iPhone. Knowing iPad requires twice the power of a typical USB charger, the 10 watt PlugBug becomes a must-have Mac

PlugBug!

10W USB iPad/iPhone Charger + MacBook Plug Attachment

\$34.99 [BUY NOW](#)

Order now, get FREE shipping (US only) ▶

Watch Guy Kawasaki introduce the new PlugBug.



[MAIN](#)

[FAQ/TECH SPECS](#)

[GALLERY/REVIEWS](#)

[BLOG](#)



One accessory charges multiple devices at once

PlugBug is made of
Power Adapters, in
models. Snap Plug
Adapter and you need
that lets you charge
iPhone simultaneou

ry lets you charge two
ce.

e exclusively for all MacBook
including current and previous
ugBug onto your MacBook Power
now have the first ever device
ge your MacBook + iPad or
eously, from one wall outlet. **Watch**
how easy it is to use PlugBug.

charge possible.

esigned, bright red PlugBug
10 watts, providing the fastest
to iPad and iPhone. Knowing iPad
e power of a typical USB charger,
Bug becomes a must-have Mac
een flights or before work, you can
Book + iPad or iPhone with
e wall outlet.

you de-clutter.

ct PlugBug to your MacBook
ou instantly have an all-in-one
and iPhone charger. You can
tangled mess of chargers in your
ven better, as long as you have

PlugBug!

10W USB iPad/iPhone Charger
+ MacBook Plug Attachment

\$34.99

[BUY NOW](#)

Order now, get FREE shipping (US only) ▶

Watch Guy Kawasaki introduce the
new PlugBug.



Key facts:

BOOK
-in-one
ou can
ers in your
ou have
worry
owering up
Book Pro



e? No
e wall
Book
ap to use
id 10 watts
ckest
akes it
ack,

Key facts:

- Creates a dual charger for MacBook + iPad and iPhone
- Simultaneously charges MacBook + iPad or iPhone
- Powerful 10 watts provides fastest charge possible for iPad

Compatibility

- Charges iPad (all versions)
- Charges iPhone (all versions)
- Fits all MacBook Air Power Adapters
- Fits all MacBook Pro Power Adapters
- Fits all previous generation MacBook Power Adapters

[View all tech specs ▶](#)

products for MacBooks

[BassJump 2 Subwoofer](#)

[BookBook Case](#)

[BookBook for Air](#)

[BookArc for Air](#)

[BookArc Stand](#)

[SurfacePad Colors](#)

[SurfacePad](#)

[MagicWand](#)

products for iMacs

[BassJump 2 Subwoofer](#)

[BackPack Shelf](#)

[MagicWand](#)

products for iPad

[PlugBug Charger](#)

[BookBook Case for iPad](#)

[BookArc Stand for iPad](#)

[Compass Mobile Stand](#)

company

[blog](#) | [about](#) | [contact](#) | [support](#) | [where to buy](#) | [scrapbook](#)

© 2011 Twelve South LLC. All Rights Reserved.

[Privacy](#) | [Terms](#) | [Credits](#) | [Shop](#)

You're not selling me;
you're educating me.

Knowing who I am
and what I do is
a force-multiplier.

The Pyramid of a Great Pitch





iPad preso app

iPad preso app

It's a fusion between a slideshow
and a presentation app.

iPad preso app

It's a fusion between a slideshow and a presentation app.

Keynote is a great app, but it's no good for nonlinear presentations. Our app treats your assets like a "pool" of slides that you'll draw from as you speak spontaneously. It's about QUICK access to anything.

iPad preso app

It's a fusion between a slideshow and a presentation app.

Keynote is a great app, but it's no good for nonlinear presentations. Our app treats your assets like a "pool" of slides that you'll draw from as you speak spontaneously. It's about QUICK access to anything.

We decided to focus 80% on the live, onstage, presentation experience. Our UI is extremely streamlined, with big control surfaces that let you locate an element and put it onscreen almost with just your peripheral vision. You think "Oh, this is a good time to show the chart of mobile browser usage" and it's up three seconds later. Content creation is less important; our thought is that you'll make your slides in Keynote and then export them to our app.

Describe your product
like it were a character
in a story.

Anticipate every hostile
reaction. Because I
sure will!

Follow-Ups

Ethics

Sources and
Super-Duper
Top Sekret Stuff

Gimmicks

Act Four:
But how do you
influence users?

What Users Look For

Simple,
Confounding
High Visibility

What Users Look For

Reviews...
Positive and
Negative

What Users Look For

The **RIGHT** Price

What Users Look For

Clear App Store
Screen Shots

What Users Look For

Clear App Store
Descriptions

What Users Look For

Link to the
Developer's Site

What Users Look For

Demo Videos

What Users Look For

“Influential”
Reviews

What Users Look For

Clarity of
Springboard
Assets

What Users Look For

"I know what this app is for."

Act Five:
The Single Most
Important Thing

ANSWER
YOUR
EMAIL!!!

Thank You!

@ihnatko

ai@andyi.com

ihnatko.com

Thank You!

@ihnatko

ai@andyi.com

ihnatko.com