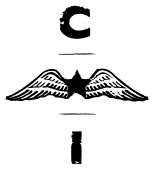




# BRANDING & MARKETING FOR RENEWABLE ENERGY COMPANIES

■ HOW TO LOOK LIKE THE BILLION DOLLAR COMPANY YOU CAN BECOME





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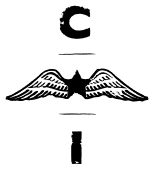
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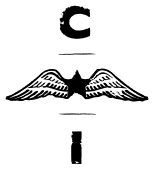
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## SELLING CLEAN ELECTRONS

Many companies are jumping into renewable energy and clean tech, and all of them will need branding and marketing that tells their story and sets them apart from the competition. If you're with one of these companies, you're no doubt thinking, "Is there really a difference between making a logo, website or video for a clean energy company versus other types of companies?" The answer is a resounding YES.

This e-book is based on a series of articles published in Renewable Energy World on a range of topics of interest to marketing professionals. The insights included here have been gleaned from years of work with renewable energy and clean tech companies — from wind and solar to energy conservation and management.



# LOGO DESIGN

The logos of big oil companies are so ingrained in our culture that we barely think about them. We subconsciously see a logo on a gas station and drive in, fill up, and drive off. The fact that we're virtually on autopilot when we make a brand selection is not a coincidence. These companies have spent billions of dollars over many decades to get us to choose them. That's the power of a great logo. It tells a story. It pulls us in. It just works.

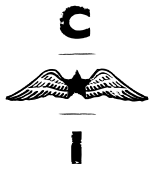
Today, renewable energy and clean tech companies are putting the power of branding to work in a whole new

sector of the economy (and one that's a lot more sustainable than burning fossil fuels). Of course, they're doing it without big oil budgets, and with products that the public may not yet fully grasp. That makes having a great logo all the more important. It has to work a lot harder to get the job done.

Here are some tips that take into account the unique challenges of logo creation for renewable energy and clean tech companies.



Big oil companies have spent billions on their brands over the years. Today's logos for renewable energy companies have to work even harder, for less.



## DON'T MAKE PEOPLE GUESS WHAT YOU DO.

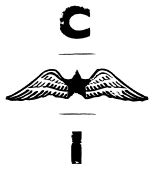
First, recognize that clean energy is a relatively new industry, at least as far as the American public is concerned. Everybody knows what gasoline is, but most people — whether they're investors, the press, or the public — are not going to instantly understand your value proposition unless you make it very, very clear. It starts with a descriptive company name, which your graphic elements and tagline can build from.

For example, Winergy Power Holdings struggled for years to win a bid to build an offshore wind farm. Winergy had unique technology for building wind farms in deeper waters

offshore, where visual impact would be less of an issue for coastal residents — but their name didn't help people understand that. Captains of Industry created a new name and logo for the company — Deepwater Wind. The name itself is far more descriptive of their technology. The logo, integrating waves and wind, helps convey the power of ocean wind. Soon after the rebranding, Deepwater Wind beat out a range of competitors in a bid for an offshore wind project in Rhode Island. The new brand was not the only reason they won, but it was a factor.



Deepwater Wind's logo and tagline conveys what's unique about their offshore wind farm technology.



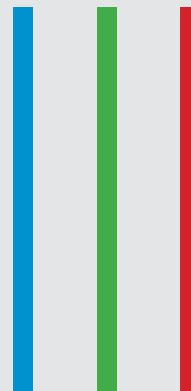
## 2 IN AN ERA OF ECONOMIC UNCERTAINTY, YOU HAVE TO LOOK SOLID AND CREDIBLE.

The economy is in better shape today than early in 2009, but it's still pretty rough out there. That means investors and customers are being extra cautious about where they put their money. Your logo must convey a sense of solidity, trust, and credibility. Banks have always known this, and designed their brands accordingly.

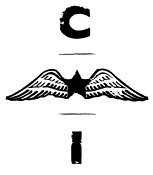
Check out the logos for Bank of America and State Street. They look chiseled out of stone. Never mind that they got rocked by the financial crisis; just about everybody did. They both came out stronger than before, and are still solid. Also

note that each logo is blue, similar in hue to the Deepwater Wind logo.

Color theory says that blue connotes financial stability. Green connotes freshness and environmental awareness, used effectively by Solar City. Note, however, that Solar City is an established company and not a startup, so they may have less of a need to look financially stable. Red connotes excitement and sexiness. You may be passionate about your technology, but it's your customer's perceptions that matter, so leave the red for other types of brands (or use it just as an accent color, like Mobil).



- \* Color theory indicates that blue connotes financial stability.
- \* Green connotes freshness and environmental awareness.
- \* Red shouts sexy and exciting.

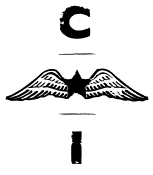


## 3 SINCE NOBODY OWNS THE SUN OR WIND, IT'S EXTRA IMPORTANT FOR YOUR LOGO TO CONVEY WHY YOU ARE UNIQUE.

What's going to make your solar energy company look any different from others? Do you use better sun? Think long and hard about what makes your company truly unique before you ever approach a designer about making a logo, then make very sure that your uniqueness is captured.

Various font styles and weights each convey a personality. Adding unique graphic elements to the type treatment can augment your personality and help create an image that's "you."





## 4 YOUR LOGO WILL WORK HARDER IF IT'S CONNECTED WITH A TAGLINE.

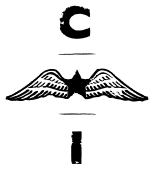
Big companies that have been around forever and spent hundreds of millions of dollars on their marketing often don't have taglines, for the simple reason that they don't need them. But your company may be new. Take this opportunity to reinforce the name of your company and the graphic design of the logo with a tag that helps set you apart. Keep it short — less than 6 words.

For **First Wind**, a leading wind energy company, Captains of Industry created the line, “Clean Energy. Made Here.” The company name and tagline says what they do, while instilling pride in the fact that they are building energy independence. “Made here” can mean America, or even my own town — an important message for the rural communities in which First Wind builds. And it does all that in only 4 words.



CLEAN ENERGY. MADE HERE.

The First Wind tagline brings together the concepts of pollution-free power with energy independence.



## 5 IT HAS TO LOOK GOOD EVERYWHERE, FROM YOUR WEBSITE TO THE JACKET WORN BY THE TURBINE CONSTRUCTION WORKER.

This may seem like a no-brainer, but a lot of companies mess it up. They make a logo that looks nice on the web, but when it gets reproduced on a jersey it looks awful. Make sure your designer shows you how the logo will look on a cap, a shirt, or on the side of a truck. This is especially important

for clean energy companies, particularly solar companies, who may have installers visiting neighborhoods. Also, be sure to execute the logo in black and white as a first step. A colorful logo can be very attractive, but can look like mud on a Microsoft Word template or fax page.



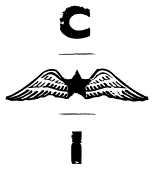
The First Wind logo works even when it's small.

## 5 TRY THIS SIMPLE TEST WHEN YOU'RE GOING THROUGH THE LOGO DEVELOPMENT PROCESS.

Let's say your designer has developed 3 possible logos and has boarded them up for your management to review. Show them the logos and ask yourself: "How does this make you feel, and what does it say about us?" If the answers you get

back match what you're trying to get across, that's a good sign. But don't make your selection right away. Sleep on it. When you return to work the next day, what logo stuck in your mind? Choose that one.





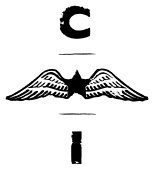
# MESSAGING

Marketers in the renewable energy sector see a clear need for a great logo and website, but “messaging” is less understood. Some companies might say, “Well, if I hire you to do a logo, I get a logo. But a messaging project doesn’t

really have a tangible deliverable.” This is akin to saying to an architect, “I don’t want to pay you to make a blueprint. I just want the house.” The resulting structure, made without a plan, would fall to the ground at the first slight breeze.



Messaging is like a blueprint for your marketing.



A well thought out messaging platform is the foundation of all your other marketing, and often separates successful companies from the also-rans. In this section, I'll provide a definition of a messaging platform, and offer tips for how to make one that will help you beat your competition. Fundamentally, this is about how you tell your story to the world. Either customers listen to your story and 'get it', or they move on until they hear a story that works for them – and take their business there instead.

#### **mes·sag·ing plat·form:**

[n]

**A brief description of your company and its products/ services that captures the essence of what you do in a way that matters to each of your core audiences — and most important, leads to the desired business results.**

The deliverable is a document with detailed copy and headlines for each audience (i.e. customers, investors, partners, etc). Often there is more than one type of customer, which means you'll need a breakdown by customer type with copy variations that are specific to them. For example, current customers, new customers, investors, and the public.

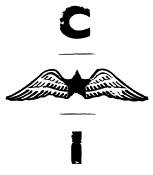
Here's a step-by-step guide for developing your messaging.

## INTERVIEW SENIOR MANAGEMENT.

Get their perspectives on your company, your unique value proposition, customer perceptions of your company, and background on the competition. Don't shy away from questions that might seem like they have an obvious answer. It's

the obvious things that are often overlooked. For example, ask questions such as, "What business are you in?", and "What's the number one problem you solve for your customers?" and "Who is your competition and how is your company different?"



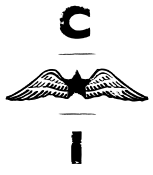


## 2 INTERVIEW YOUR TOP SALES PEOPLE.

Your salespeople are on the front lines day in and day out, and they know your customers better than anyone. Ask them, “At what point in your pitch do the customers’ eyes

light up?” Chances are they will have an answer for you — and once you know it you can make that message more prominent in your marketing.

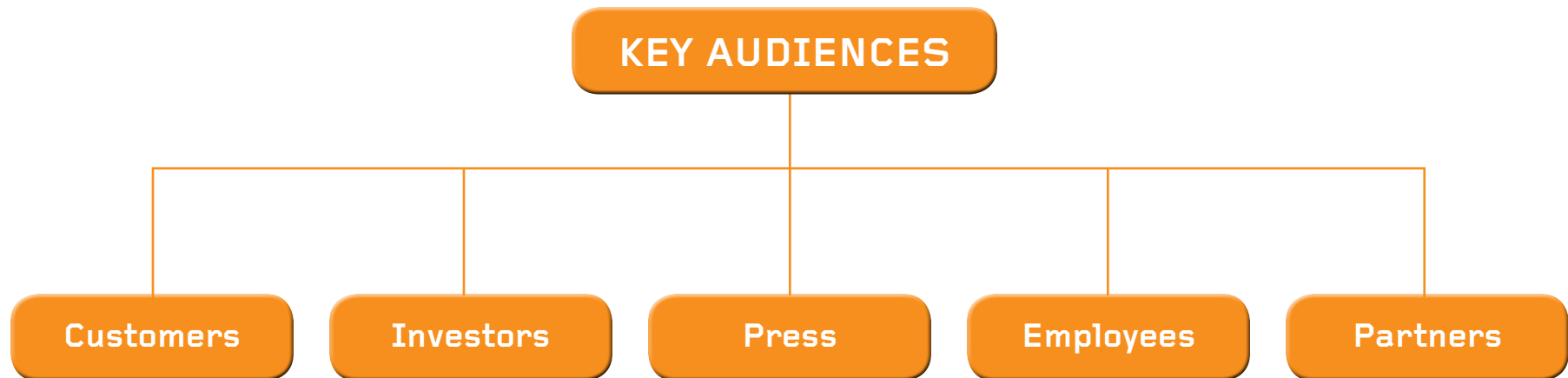




## 3 IDENTIFY YOUR KEY AUDIENCES.

Who do you need to appeal to in order to achieve your goals? Also, be sure to understand how these audiences impact your number one problem. For example, if your projects are not getting approved, who is standing in the way, and why? These are critical things to know, because

once you have the answers you can start to create messages that will help change their behavior (or prevent their ideas from spreading to other people who have influence over the approval process).



## 4 INTERVIEW YOUR CUSTOMERS.

Often the customers' perceptions of your company and why they buy from you are very different from your perceptions — or those of your senior management. That's why interviewing customers is so important. They are the source of your income, your bread and butter, your livelihood. Current customer perceptions are key to creating the headlines,

sentences and paragraphs that will appeal to new customers. For example, a solar energy installer might think that customers choose them because they've been around for a long time and are reliable. But you might hear from a customer that the real reason they chose you is because your salespeople really knew their stuff.



# 5 RESEARCH YOUR COMPETITION.

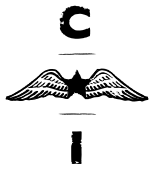
Take a long and careful look at the websites and messaging being used by other companies in your space. How are they appealing to customers? What are they doing well, and what could be better?



## 6 THINK LIKE A CHEF.

Imagine that each of the answers you get, and the research findings, are individual ingredients. They all go into the pot one by one. And as they simmer, connections are made in your mind. It might sound like alchemy (or the cooking channel), but there is a science to it.





## 6

Here's a rough hypothetical example that illustrates what a company might learn in the research and interview process. In this example, the company's current tagline is "Decades of great service." The CEO really likes it. The company's current tagline and overall messaging approach needs to be cross-referenced with the approaches used by competitors,

plus the findings from interviews with sales and senior management. See chart below.



### **SOLAR COMPETITOR A: SOLAR MAVENS.**

Key message: "We're the Solar Experts"

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#### **WHAT YOUR CEO THINKS YOUR COMPETITIVE ADVANTAGE IS:**

"We have the best service and support in the industry."

### **SOLAR COMPETITOR B: CLEVELAND SOLAR**

Key message: "Your Local Solar Installer"

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#### **WHAT YOUR SALES PEOPLE SAY THAT MAKES CUSTOMERS' EYES LIGHT UP:**

"With these government incentives, the up front cost is low, so you get faster ROI than ever."

### **SOLAR COMPETITOR C: CAPTAIN SOLAR**

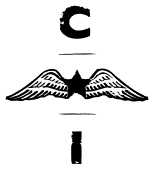
Key message: "Fight Global Warming with the Sun"

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#### **WHAT YOUR SATISFIED CUSTOMERS SAY:**

"You made it easy for me to go solar."





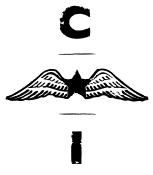
## 6

**SO, WHAT NEEDS TO CHANGE HERE?** Clearly there is a big disconnect between what customers are looking for and the way the company — and all its competitors — are trying to appeal to them. The sales guys know the answer, but nobody ever asked them before what they thought. The CEO was right in a way; his company does have the best service and support. But what does that really mean from the customers' perspective? It means the sales people are providing the service and know-how needed to make the process of going solar easy and affordable. That's what matters, and that's what should be front and center in the messaging. It's also the thing that will help this company beat their competition, because none of them are saying anything that's top of mind with customers. Yes, some segment of customers are going to want to fight global warming and be really motivated by that. But any solar panel, from any solar company, will fight global warming just as well.

The company's new key message is: "Affordable solar. Made easy." This, to carry on the cooking analogy, is a very tasty theme.

This is just the top of the messaging platform pyramid. The next step is to outline all the sub-messages that fall under that umbrella. What are all the different ways the company helps customers through the process, from start to finish? How do these messages need to be modified for sub-groups of customers?

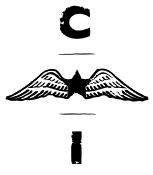




# 6

The end product should be a copy deck that describes each customer group and their mindset, and the best messages that will appeal to them. These headlines and paragraphs of text are your blueprint. And once you have that, you can pull copy from it as needed for various marketing projects. Your company description, for example, can be your website's home page copy, or the intro to your brochure. This is also where the value of your message platform builds over time, amortizing the cost of your investment. Because you won't

have to start from scratch every time you need to create a new marketing piece. Pull your text right out of the blueprint, quickly and for no extra cost, and you're off to the races. In an industry sector that's growing quickly, speed matters. It's just as important, however, to take the time to do the messaging project right the first time. It may take six to eight weeks, but you'll save that time later on. And your message – your story – will dominate the market.



# WEBSITE DESIGN

Here are some specific considerations that renewable energy or clean tech companies need to take into account when

making a new website. Some of this is common sense — but it's surprising how often the obvious things never get done.

## GET EVERYONE INTERNALLY TO AGREE ON THE GOALS OF THE WEBSITE. WHAT'S #1?

If possible, get all your key decision makers in a room and hash this out, and don't let anyone leave until they've signed the document that spells out exactly what the goals for the site are. Your site can't do all things for all people. It needs focus. So go ahead and make your laundry list, but define a top goal.

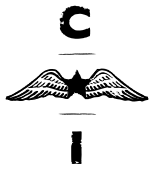
For example, you may want to clearly show that you have the best solar panel installation process. But your number one goal may be to get the maximum number of consumers and businesses in your area to think of your company first when they're considering going solar. As you go through the web development process, continually double back and

make sure the site will help you achieve your #1 goal. If you stray from the path, back up and start again. Ultimately it's worth the time and effort to get it right.

"We have to look credible so we can land more investors."

"I want our site to be a lead generation engine."

"Our site has to make our complex technology easy to understand."

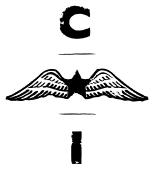


## 2 DEFINE YOUR AUDIENCES.

Who do you really, really need to reach? Is it the public at large, the press, investors, or policymakers in Washington (or all of them)? Once your organization has agreed on

whom you are trying to connect with, you need to create buyer personas for each target group. The buyer persona outlines in detail exactly what their hot buttons are.

To learn more about how to create buyer personas, read David M. Scott's book, *"The New Rules of Marketing and PR."*



## 3 YOUR WEBSITE SHOULD QUICKLY ANSWER THESE QUESTIONS: WHAT DO YOU DO AND WHY SHOULD I CARE?

NOTE: For more details, see the chapter in this e-book devoted to messaging.

It's a common trap to think that just because you have the best clean technology since the invention of the sun that everyone will instantly 'get it' and want to buy it from you, or invest a gazillion dollars in your company. Many companies don't take the time to be very clear about what they have to offer. In fact, they put total gobbledygook copy on their homepages.

The trick is to describe what you do in a way that will appeal directly to the hot buttons for your #1 audience

buyer persona. For example, if the person you really want to influence is a policymaker in Washington who's keenly interested in reducing America's reliance on foreign oil, that idea should shape your message. You'll go from, "Here at WindPro, we make clean energy from wind using our patented Fandibulum Contabulation technology," to "WindPro delivers clean wind energy to homes across America, helping build our energy independence and reduce our reliance on costly foreign oil." Bingo.

FILL IN THE BLANKS:

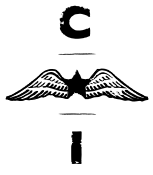
\_\_\_\_\_ IS A \_\_\_\_\_ COMPANY THAT \_\_\_\_\_ , MAKING IT FASTER,  
EASIER AND CHEAPER FOR YOU TO \_\_\_\_\_ .

## 4 DON'T FALL INTO THE FLOWER TRAP.

Just because your company is helping the environment using clean technology, that does not mean your homepage design should feature children running through fields of flowers as puppies frolic (healthy puppies fed all-organic puppy chow)

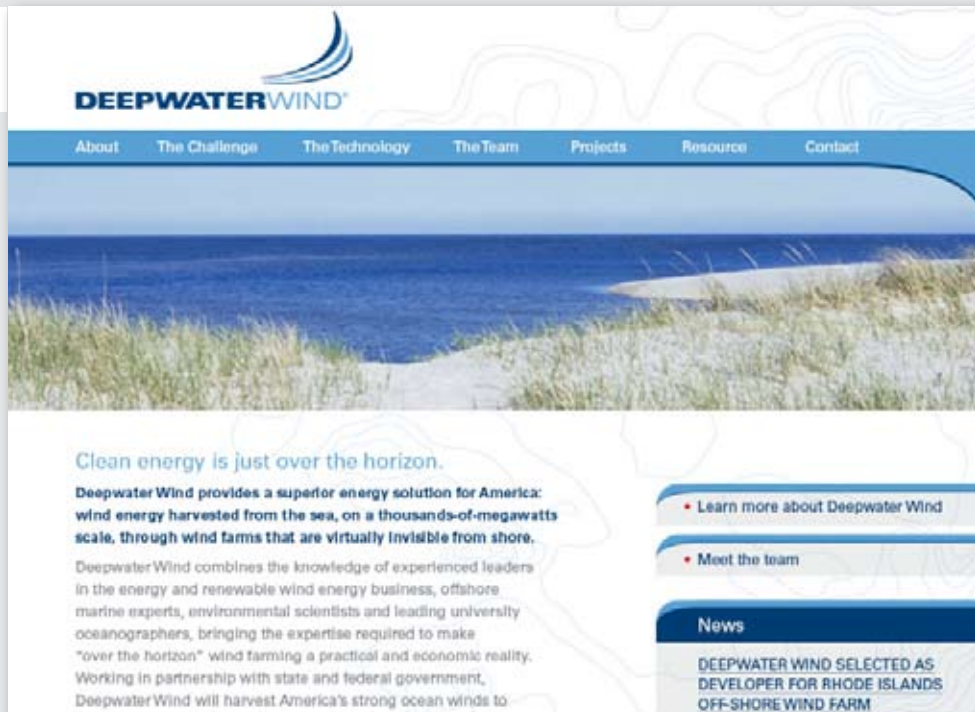
and birds chirp and spin in a pristine blue sky. These days clean energy means business, and the environmental aspect — while important — often plays a secondary role to saving money, being efficient, and operating in a sustainable way.





## 5 KEEP IT SIMPLE.

The whole idea of a technology being “clean” implies a lack of visual pollution. Consider a design that uses lots of white space, with very intuitive navigation.



The clarity and simplicity of the Deepwater Wind home page reinforces the simplicity of their value proposition: wind turbines far offshore in deep waters — where you can’t see them.

## 6 MAKE IT EASY FOR YOUR CUSTOMERS.

One energy company that Captains of Industry worked with tried to recruit business people to focus groups to gauge their understanding of carbon emissions regulations. But they wanted to get people who had at least SOME knowledge of the topic. We're talking energy managers here, people whose job entails knowing about the complexities of energy. The upshot was that it was next to impossible to get enough people who had enough baseline knowledge to offer significant insights.

So, first off, don't assume your audience knows what you know. Second, put yourself in their shoes when designing your website architecture: will they know where to go and what to click on? Does the copy spell out your technology in a way that's understandable? Do the images and design elements reinforce the points you are trying to make? Is it really, really easy to know what to do next?



To learn more about how to make your website a no brainer (even for smart people) read *"Don't Make Me Think,"* by Steve Krug.

## 7 USE VIDEO TO CREATE A PERSONALITY.

In the age of YouTube, building a new website without video is like building a new house without windows. Nothing lets you tell a story like motion pictures. You can take your technology beyond bits and bytes, and show the personality of your people and your customers. Why does working in clean energy get you out of bed in the morning? What's your passion? In the clean energy world, especially in solar and wind, your customers need to be reassured that you share their environmental mission. Don't leave this story to static text on your site.

Also, the video should not be some repurposed commercial or corporate video (blah, blah, blah), but something new

Note: See the video customer testimonial section for more specific video how-tos

that's fully integrated into the design and messaging of your new website. Look at First Wind's media center to get an idea of how video can help tell the story of clean energy in a web environment.

Here's an important tip to take into account when you publish videos: The search engines (as of today) can't "read" the script for the video, which means that it's important for you to have a descriptive title for your video, along with some text that describes the video. This will make it easier for Google and others to find your video, and the more people see it and link to it, the higher you'll be ranked on their pages.



## 8 MAKE YOUR NEWS PROMINENT, AND UPDATE IT FREQUENTLY.

Search engines like Google love frequently updated content, and news from your company is the easiest thing to update on a regular basis. Having the latest news on your home page tells your audiences that you're a happening company that's out in the market making news, and Google will (over time)

rank you higher because more people are seeking out the latest news from your company. In addition to having news on your home page, be sure to integrate into your media center as well.



**IN THE NEWS**

Alteris Renewables Named to Top 10 in Energy on Inc. 500 List of America's Fastest-Growing Private Companies. [READ](#)

Appalachian State University, with Alteris Renewables, installs community scale wind turbine funded in large part by student contributions. [READ](#)

[READ MORE NEWS](#)

Google's algorithms are designed to locate fresh, new content — like news. Make sure your news is on your home page (and not in Flash).

## 9 INTEGRATE WITH SOCIAL NETWORKS.

Be sure to add social networking links to your site (at least on the home page, and on the contact page), plus links that make it easy to share the site via Digg and other bookmarking sites.

**AddThis** is a widget that provides a way for people to share on the site of their choosing, with only one icon on your web page.



Make it easy for people to share content they find on your site. People tend to “Retweet” and bookmark things they like.



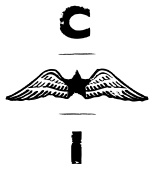
## 10 YOU WOULDN'T WEAR THE CHEAPEST SUIT ON THE RACK WHEN MEETING WITH INVESTORS. DON'T CHEAP OUT ON YOUR WEBSITE, EITHER.

You could certainly get a website written and designed for \$5,000, but it won't reflect the real quality of your company, or be crafted in a way that will resonate with the right people. It's unfortunately true that banks, investors, and customers usually don't give money to people who don't have money, and if your site looks like it was pieced together with bubble gum, it won't inspire confidence.

Don't cheap out on your website by making it in-house without the right resources, or hiring a couple of kids to make it for you. Find a professional. Your website is your opportunity to make your company look like the billion dollar company you can become, and it's worth the investment.

"I'm dressed for success!"





# VIDEO TESTIMONIALS

Video customer testimonials have been used for years to sell products, but they are an especially good tool for marketers in today's renewable energy space. This chapter

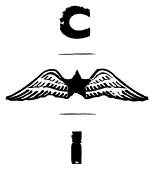
is divided into two main sections: Why the web-based testimonial important, and how to make them work harder for you.

## WHY / CREDIBILITY.

There are large sections of the public who think that wind and solar don't work, or that they are just part of some "big government" subsidized boondoggle. You can try to counter these impressions by placing ads, but unfortunately advertising doesn't work as well as it used to: your audience knows you're trying to sell them something, so they click off the page, or zip past your commercial. A better solution is the online video customer testimonial. Having real people on camera who have had a great experience with your brand of clean energy lends unassailable credibility to your message. In fact, your customers are your very best salespeople. They're the ones who can honestly and credibly explain to potential customers that their solar panels are producing real energy that's cutting their electric bill, or that the wind farm in their town looks cool and lowers their taxes.



Testimonials on the web featuring real customers are much more believable than advertising pitches.

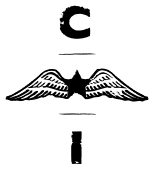


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## WHY / YOUR WEBSITE IS A TV CHANNEL. MAKE SURE IT HAS GOOD CONTENT PEOPLE WANT TO WATCH.

In the Mad Men era, ad guys returned from their two martini lunches and made commercials that aired during TV shows, interrupting the audience's entertainment experience. Today, video on the web has come of age. The video player technology from companies like Vimeo and Brightcove is first rate (and free or cheap), making it easy to post videos on your site and ensure they play properly. Your web TV channel is on 24/7. And the best part is, since you're not paying a network to air your commercial, your media costs are zero. All of this simplifies the process of having customer testimonials on your website.



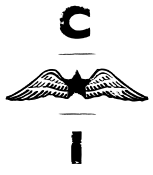


### 3 WHY / MORE REFERRALS.

Customers are honored to go on camera and praise your business. They know that what they say matters, and that you value their opinion. It's a source of pride. And what do proud people do? They talk about what they've done with their friends. They become, in effect, a more motivated

ambassador for your brand. This often results in more qualified sales leads, and a lower cost for customer acquisition — a critical factor for solar energy companies who have narrow profit margins.





## HOW / TELL A STORY.

Before you interview people, think about what story you want to tell. For example, do you want to get across the fact that wind farms benefit local economies? Or that solar energy increases energy independence? Once you know what story you want to get across, develop a list of questions that are

likely to inspire the interviewee to tell the story you're looking for. If you are planning to have multiple people in a single video, you can edit the piece so that the various responses string together to create a compelling narrative. Here are some examples of video storytelling created for **First Wind**.

The Wind Kids: Bringing Wind Power to Milford, Utah (3:57)

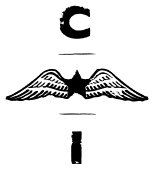


Protecting the environment and local habitat at Statson Wind (2:32)



The Benefits of Wind Power in Cohocton (2:59)



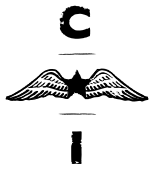


## 2 HOW / MAKE YOUR VIDEOS "SNACKABLE."

Keep each video less than four minutes, and ideally 1-2 minutes long — or less. People hunt for information and prefer to nibble short videos. You can aggregate lots of

shorter videos in a single place, like this online media center created for **Alteris**:





## 3 HOW / GUIDE VIEWERS INTO YOUR ONLINE SALES FUNNEL.

Picture someone at their computer, watching your company's videos. They've watched three or four, and now they're ready to take the next step, perhaps to request an estimate. The layout of the webpage that's displaying the videos should clearly show your offer and encourage viewers to click.

Think of your videos as cups of delicious Starbucks coffee in the Barnes & Nobles. The longer people hang around, the more likely they are to buy. Just make it easy for them to take action when they're done sipping, or you'll lose them.



**Get Started Now!**  
Click to learn more



**Qualified  
Sales  
Leads**

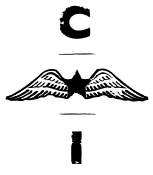
## 4 HOW / ENCOURAGE ABSOLUTE HONESTY.

When you interview customers, encourage them to tell the unvarnished truth and not to gild the lily just because they're on camera. People see right through BS, and recognize the truth when they see it. You might even want to have a customer talk about a situation where, for example, a problem occurred with

the renewable energy system installed at their home or business, and how your company recognized their error and fixed it. This gets to the heart of credibility, and your customers will appreciate it far more than canned expressions of delight.



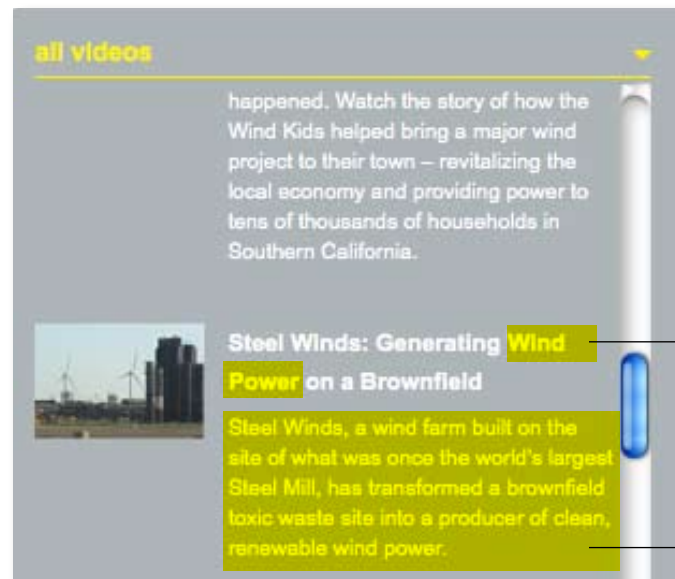
**DON'T DO THIS. PLEASE.**



## 5 HOW / OPTIMIZE YOUR VIDEOS FOR SEARCH.

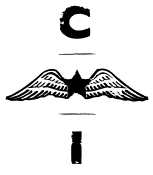
Do some research to see what search terms your target audience is using to find clean energy solutions like yours. Then give your videos titles that include those search terms. In addition, when you post the videos to your web page, include some text that's relevant and searchable. The reason this is

important is because search engines like Google quickly locate text, but not the video files themselves. In addition, when you publish your videos on sites such as YouTube, add "tags" to each video that put them in easily searchable categories (i.e. solar power, wind energy, etc).



Wind Power is a popular search term.

Text in proximity to the video is also easily searchable.



# CONCLUSION

## To get started, you may have to overcome barriers to change.

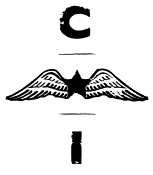
Now comes the fun part: putting all this into action for your company. Your main barrier to success may not be a competitor. It could be forces within your own company who simply don't want to change, or they insist you do something "down and dirty." If your company is a start-up, it's all the more important to stick to your guns and insist that

your branding and marketing be done right. The old adage about never getting a second chance to make a first impression is true. The start-up clean energy companies who look established and professional are more likely to secure additional funding from investors, and more likely to instill confidence in consumers, partners and the press.

## Now that you know some of the rules, feel free to break them (at least a little).

Renewable energy is all about innovation. Somewhere at this moment, an inventor is toiling in his garage, creating something everyone else thought was impossible. So, while it's important to take the concepts in this e-book to heart,

it's equally important to carry your company's spirit of innovation into your branding and marketing. Fortune favors the brave.



## ABOUT THE AUTHOR

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Ted Page is co-founder and Creative Director of **Captains of Industry**, a marketing agency and video production company based in Boston. Ted oversees the creative development of websites, logos, videos and interactive web marketing campaigns.

His non-fiction articles have been published in Boston Magazine, and the Boston Sunday Globe Magazine. Ted is the author of **The Willoughby Chronicles**, a memoir.

