

Raising Hedge Fund Assets: Strategic Marketing *Too often "a tale told by an idiot, full of sound and fury, signifying nothing".*

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"Out, out, brief candle! Life's but a walking shadow, a poor player that struts and frets his hour upon the stage and then is heard no more: it is a tale told by an idiot, full of sound and fury, signifying nothing."

Shakespeare's Macbeth - Act V, Scene V.

"Proven track record", "combined experience" or "alpha generation". Such phrases are commonplace as the lingua franca of the hedge fund business but most importantly, they don't serve as points of differentiation for any fund using such phraseology. In fact, it screams "me too!", which is antithetical to conveying an idiosyncratic investing approach to prospective investors. If a fund really wants to separate itself from the pack, **STRATEGIC MARKETING is crucial**: clear, consistent, compelling, concise, regulatory compliant and focused written and verbal messaging.

STRATEGIC MARKETING has to do with what is said, how it's said, and who it's said to. Often a "gap" exists between what a fund believes it is communicating and what investors actually comprehend. Disciplined strategic marketing closes that gap. **STRATEGIC MARKETING** delivers information and knowledge that can compress the allocation process, increase conversion (closing) ratios and deliver AUM expediently, efficiently and consistently.

Returns, Reputation and Rhetoric won't raise assets!

If you see any of the below phrases in your marketing materials or presentation PURGE THEM IMMEDIATELY!:

- The investment objective of the Fund is to provide long term capital growth through investment in shares of xxxx companies.
- Combined experience
- Aims to outperform in all market conditions
- Fund combining fundamental bottom-up and top-down analysis
- The emphasis of the fund is on identifying undervalued situations
- Focus on alpha generation
- Focuses on capital preservation
- Bottom up fundamental analysis
- Employs proactive risk management
- Seeks to harness market inefficiencies
- Employs integrated risk management
- The fund exploits mispricing opportunities
- Highly skilled and experienced team
- Blue chip service providers
- Aims to generate high levels of absolute returns
- Excellent risk adjusted returns
- The fund focuses on identifying macro-themes
- Aims to generate equity-like absolute returns
- Managers are invested in the fund
- Employing disciplined and consistent research procedures
- The principle investment objective of the fund is to provide purchasers with strong capital growth over the long term
- Aims to generate high returns from a broadly diversified portfolio
- The fund aims to capture market upside and long-term capital appreciation
- The fund aims to typically deliver absolute returns in each year, although an absolute return performance is not guaranteed.

About Us: Johnson & Company provides marketing and fundraising advisory services to start-ups, emerging managers and sub \$250 million AUM alternative asset managers. Our focus and solutions deliver the essential strategic insight and tactical resources, which provide the basis for economical, expedient, effective and efficient marketing and fundraising execution.

As Founder and Managing Partner, Bryan K. Johnson has 20+ years experience within alternative investments. Previous to launching Johnson & Company, he served as Global Head of Marketing and Business Development for the Alternative Investment Group at Moody's Investors Service (MIS). Prior to his tenure with Moody's, he served as chief expert witness and lead consultant for The Attorney General of Texas and The State of Texas in the evaluation of hedge funds and private equity firms in the acquisition of the assets of Texas Genco. He was also Founder, Chairman and Chief Executive Officer of Gotham Bay Partners, a Denver-based Alternative Investment Firm, providing alternative manager selection and analysis as well as asset allocation services to private wealth clients.

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