

# Johnson & Company

14 Years As the ONLY Marketing + Fundraising Specialist Exclusively For “Sub-Institutional” & “Smaller Emerging” Managers

## “MARKETING ALPHA”: 60-DAY PROCESS

**“NO BS” ♦ NO PROPAGANDA ♦ NO HYPE**

**HOW “SUB-INSTITUTIONAL” (\$0-\$100 MILLION AUM) & “SMALLER EMERGING” MANAGERS  
GET REAL, GET READY + GET RESULTS RAISING ASSETS.**

This is NOT a “masterclass”, “boot-camp”, “seminar”, “workshop”, “conference” or “event”.

1-on-1 “Step-By-Step” Experienced & Highly-Skilled Assisted Marketing Process Execution To Optimize Fundraising Success.



**INFORMATION ♦ INSIGHT ♦ INTELLIGENCE ♦ INSTRUCTION ♦ INTENSITY ♦ EXECUTION**

**KICKOFF SESSIONS ARE HELD MONTHLY IN SELECTED LOCATIONS.  
EACH KICKOFF SESSION IS STRICTLY LIMITED TO FOUR (4) MANAGERS.  
IN-PERSON ATTENDANCE AT KICKOFF IS MANDATORY: NO VIRTUAL OPTION IS OFFERED.**

**SMALLER MANAGER BEATING BENCHMARKS ????**  
**"SOLID OR EXCEPTIONAL PERFORMANCE"????**  
**STILL STRUGGLING + FAILING TO RAISE ASSETS?????**



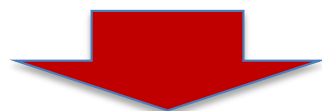
**"Firms lacking a high-quality sales and marketing strategy may struggle to attract assets and face a higher probability of shutting down".**

**Source: Agecroft Partners - Top hedge fund industry trends for 2024**

**"Performance is of secondary importance to perceived safety and reduction of headline risk. A high-quality product and strong historical returns are not enough for small managers to attract assets. They need an effective sales and marketing strategy. Managers must realize high-quality marketing is a critical element of a fund's survival and success".**

**Source: Don Steinbrugge, Founder and CEO of Agecroft Partners**

**Agecroft Selected by HedgeWeek and/or HFM 13 years in a row as Hedge Fund Marketing Firm of the Year.**



**FACT: PERFORMANCE DOES NOT RAISE ASSETS.**

**SUCCESSFUL FUNDRAISING + CONSISTENT GROWTH OF AUM FOR**  
**"SUB-INSTITUTIONAL" (\$0-\$100 MILLION AUM) + "SMALLER EMERGING" MANAGERS**  
**IS DETERMINED BY THE STRUCTURE, FOCUS, DISCIPLINE, CONSISTENCY AND**  
**INTENSITY OF "APPROPRIATE MARKETING PROCESS EXECUTION"**

# **Why “Marketing Alpha”?: The Reason Is Clear + Simple.**

**The data clearly shows the majority of new and smaller managers (\$0-\$100 Million AUM) chronically struggle and fail raising assets despite having “PERFORMANCE”.**

## **THE REASON:**

**Lack of a “formal” and consistently well-executed “MARKETING PROCESS”**

**According to AIMA (Alternative Investment Management Association):**

- 1. “81% of smaller managers do not have a formal marketing process”**
- 2. “27% of smaller managers do not invest in marketing at all”.**

## **THE BOTTOM-LINE:**

**With little marketing experience and limited sales skills (most new and smaller managers are traders, analysts or bankers), small to no REAL investment in marketing and no “formal” marketing process, the majority of smaller managers resort to “uncoordinated, inappropriate activities”: “Constantly pitching performance”, “posting performance + content on platforms, databases + social media” and “attending conferences”. Those “activities” are often “executed” without structure, focus and discipline + most critically, little support by “high-integrity” data.**

## **THE RESULT:**

**The majority of “sub-institutional” (\$0-\$100 Million AUM) and “smaller emerging” managers chronically struggle and fail growing AUM and raising assets from highly risk-averse, stringently selective and idiosyncratically demanding investors, allocators and gatekeepers.**

## **THE "FACTS" OF MARKETING + FUNDRAISING FOR "SUB-INSTITUTIONAL" & "SMALLER EMERGING" MANAGERS.**

**"18,000+ private capital funds are currently seeking to raise a total of \$3.3 Trillion in 2025. The problem is that for every \$3 general partners seek, there's only \$1 dollar of potential allocations"**  
Source: Bain & Co.

**"27% OF SUB-\$100 MILLION AUM HEDGE FUNDS DO NOT INVEST IN MARKETING".**  
Source: AIMA/COWEN

**"76.4% of hedge funds "tap out" their entire investor network within one year" Source: KPMG**

**"89% of hedge funds NEVER reach \$100 Million AUM"**  
Source: SSRN Performance of Emerging Hedge Fund Managers

**"+50% OF HEDGE FUNDS CLOSE DOWN WITHIN 3 YEARS OF INITIAL LAUNCH".**  
Source: Goldman Sachs Prime Services

**"+50% of first-time managers that raised funds 2019-2021 will not be able to raise a second fund. Emerging Managers saw total capital raised decline to \$17 billion in 2024 from \$64 billion in 2021. In 2025, emerging managers have only raised \$4.7 billion".**  
Source: Pitchbook

**The Fundraising Climate: Hyper-Competitive + Crowded.**

# **IT'S TIME FOR "MARKETING ALPHA".**

**Investors, Intermediaries & Allocators: Highly risk-averse, hyper-skeptical, stringently selective + idiosyncratically demanding.**

# WHAT THE “MARKETING ALPHA PROCESS” IS **NOT**?

“MARKETING ALPHA IS A PROCESS”, **NOT** a “masterclass”, “boot-camp”, “seminar”, “workshop”, “conference” or “event”.

Most “sub-institutional” and “smaller emerging” managers that want to raise assets as well as those who may want to start a fund attend “capital raising events”, virtually or in-person, such as a “masterclass”, “boot-camp”, “seminar”, “workshop” or “conference”.

These “events” often feel like a “big party”, with “cocktails, networking, industry insights, “expert opinions + secret hacks” to reach investors plus the promise lots of family offices and allocators will attend some have a popular or well-known motivational speakers”.

However, these “events”, more often than not, are “service provider heavy” i.e. filled with individuals and firms trying to sell services rather than REAL “investors”, particularly “legitimate single family offices (SFOs)”.

Crucially important, these “events” do not provide the required “**actionable intelligence**” about the “real-world” for “sub-institutional” and “smaller emerging” managers fundraising with “manager-specific” insight. Instead, experience shows they frequently provide a poor or incorrect view of marketing and fundraising that leads to unrealistic and false expectations for smaller managers attempting to raise assets. Further, they promote improvisational, inappropriate, inconsistent and ineffective marketing execution that is THE source of persistent failure raising assets for almost every smaller manager.

The Bottomline: **These “events” deliver a lot of “BS”** = Wasted time and money bringing frustration, struggle and failure fundraising.

Plain and simple: These “events” do not prepare “sub-institutional” and “smaller emerging” managers to succeed raising assets.

**NOTE:** Research shows few institutional and even fewer private wealth investors attend “conferences & events”. The vast majority have “established networks and relationships” to identify managers. In fact, the data shows “personal networks and relationships” are the primary and most powerful resources for such investors to identify managers.

Further, private wealth (family offices, ultra high net-worth individuals/families and their advisors), places high value on exclusivity, confidentiality, security and privacy. As a result, they are extremely selective when considering “event attendance” in any form.

It takes a consistently well-executed **MARKETING PROCESS** with intensity, structure, discipline and focus to raise assets.

## FUNDRAISING SUCCESS DEMANDS ELIMINATING “MARKETING BS”

# WHAT IS THE “MARKETING ALPHA PROCESS”?

60-DAYS of 1-on-1 “step-by-step” experienced and skilled assisted execution delivered within a disciplined, focused, highly-structured and intensive process supported by “high-integrity” independent data and research to optimally-position, prepare and equip a smaller manager for success raising new assets as well as retaining and expanding AUM in a hyper-competitive and crowded fundraising climate from investors, allocators & intermediaries who are highly risk-averse, hyper-skeptical, idiosyncratically demanding and stringently selective.

## THE OBJECTIVE OF THE “MARKETING ALPHA PROCESS”

Consistent and appropriate execution of the “**investor-centric; prospect-specific engagement**” now mandatory to achieve the crucial foundation and essential catalyst for success raising, retaining and expanding assets under management: “**TRUST**” (“**ACTIONABLE CONVICTION**”).

Research shows successful fundraising for “sub-institutional” and “smaller emerging” managers is not the result of “performance” but “appropriate”, consistent, focused and disciplined execution of the “**MARKETING PROCESS**”.

**FACT: PERFORMANCE DOES NOT RAISE, RETAIN or EXPAND AUM. PERFORMANCE BRINGS ATTENTION NOT ALLOCATIONS.**

Among the distinctive aspects of the “**Marketing Alpha Process**”: All Execution is Based on “**FACTS not FEELINGS**”.

Each component of execution within the “**Marketing Alpha Process**” is fully-supported and driven by independent “high-integrity” verified qualitative and quantitative marketing research and fundraising data.

Through the “**Marketing Alpha Process**”, “sub-institutional” and “smaller emerging” managers efficiently and economically identify the “right” investors, given the manager profile to “appropriately” and consistently engage with the confidence to articulate the attributes that distinguish the manager clearly, concisely and compellingly in an “investor-centric + prospect-specific” manner to achieve the **level of TRUST** (“**Actionable Conviction**”) required to consistently raise, retain and expand AUM from highly risk-averse, hyper-skeptical, stringently selective and idiosyncratically demanding investors, allocators and intermediaries.

**Regardless whether a manager is new or seasoned, smaller or large, or “institutional operationally resourced”, AUM rarely ever comes on-line with the speed, velocity and consistency expected, even when “exceptional performance” is currently present or historically evident.**

# **“NO BS” = THE CRITICAL COMPONENT OF “MARKETING ALPHA”**

**There is too much “BS” about marketing + fundraising for “sub-institutional” managers.**

**“Eliminating the BS”** with **“fact-based candor”** is essential for success raising, retaining and expanding AUM.

“Sub-institutional” and “smaller emerging” managers must have acute “manager-specific” insight of the “real-world” multi-factor qualitative and quantitative requirements to succeed fundraising.

**CANDOR, ACCOUNTABILITY, STRUCTURE, FOCUS, DISCIPLINE, CONSISTENCY + INTENSITY WITH ASSISTED EXECUTION = “NO BS”.**

**Lack of candor is a “success killer”:** No person or business, especially a very small manager, should operate without **CANDOR**.

**CANDOR** supported by high-integrity research + data is the source of realistic expectations and eliminates delusions along with the magical thinking some may have about their ability to raise assets, the length of time it takes to raise assets and the real costs as well as hard work, focus and commitment required marketing and raising assets.

**CANDOR brings accountability and self-awareness.** When candor is lacking, accountability and self-awareness are also absent.

**CANDOR** is the life-blood of continual improvement, consistent execution and sustained high-performance.

The critical component of **“Marketing Alpha”** is **CANDOR = “NO BS”**. This enables execution based on **“FACTS not FEELINGS”**.

**“NO BS” = “Step-by-step assisted execution with 1-on-1 recorded execution and accountability sessions”.**

- A. The **“1-on-1 recorded execution and accountability sessions”** are vital for the level of candor, focus, transparency and accountability necessary to maintain marketing process execution discipline, quality and consistency.
- B. The focus of each **“execution and accountability session”** is determined by the needs of the manager (narrative development and delivery, pipeline development and engagement, presentation skill enhancement, etc”).
- C. The recording and retention of execution and accountability sessions creates a **“manager-specific reference library”** that enables the manager to be optimally-positioned, prepared, resourced and equipped to consistently and appropriately execute the required **“investor-centric; prospect-specific engagement”** that clearly, concisely and compellingly articulates the distinctive enterprise-wide attributes that distinguishes the manager to achieve THE essential catalyst of any allocation:

**“TRUST” (“ACTIONABLE CONVICTION”).**

# **“MARKETING ALPHA”: KICKOFF (9am - 3pm)**

**INFORMATION ♦ INSIGHT ♦ INTELLIGENCE ♦ INSTRUCTION ♦ INTENSITY ♦ EXECUTION**

**IN-PERSON ATTENDANCE AT KICKOFF IS MANDATORY: NO VIRTUAL OPTION OFFERED.**

- D.O.M.I.N.A.T.E. – The Marketing Process To Consistently Raise Assets!
- Understanding and executing the “6-steps” in the allocation pathway.
- PROCESS is The “New” Performance: The articulation of enterprise-wide process execution for alpha.
- DATA: The goldmine for marketing and success raising assets.
- 4-Quadrant Profiling (4QP): The master key to organically build relationships and the marketing pipeline.
- The #1 Rule of Consultative Engagement: “Prescription Before Diagnosis is Malpractice!”
- Negative Selection: How the operational execution blueprint impacts raising assets
- Emerging Managers: The Fundraising Landscape For Women and Minority-Owned Firms.
- The RFP Process: Manager selection within the institutional segment.
- Manager Databases and Platforms - “Post & Hope”!: Do they deliver results?
- ODD-ready! How to minimize, compress and pass operational due diligence.
- Collateral and content development: One size DOESN’T fit all!
- The Monthly Comment: Does it get read? or Go in the garbage?!
- Learn the communication style to build trust and long-term relationships of conviction.
- Use emotional intelligence to effectively navigate the allocation pathway.
- Understand the dynamics of family offices and private wealth to navigate complex relationships.
- Your Target Market: Knowing your geographic and relational footprint (GRF).
- From Insti’vidual’ to Institutional: The marketing process and the fund adoption curve.
- Thought Leadership: The key to optimize visibility, awareness & relationships.
- Private Wealth: The Psychology of Ultra High Net-Worth Individuals, Families & Family Offices
- Avoiding the “Field of Dreams” mentality: “If YOU build it; THEY won’t come!”
- Marketing in Crisis, Chaos, Conflict & Change: Know the CLIMATE and Understand the CONTEXT to “CLOSE”.
- Skills Pay The Bills!: How to “engage” appropriately to build TRUST and achieve CONVICTION.
- EQ > IQ: Using your “Emotional Quotient” (EQ) to build stronger relationships and raise assets.
- STOP PITCHING! START PRESENTING!: PROFILE - PREPARE – PRESENT
- “INVESTOR-CENTRIC”: Know the CLIMATE; understand the CONTEXT.
- “PROSPECT-SPECIFIC” Engagement: The RIGHT Person, the RIGHT Story at the RIGHT Time.
- Conversation Points: Creating prospect-specific conversation modules.
- Scripting - The Conversation Checklist: Building your prospect conversation script.
- The Art of Conversation: Enhancing persuasion skills: Knowledge, Skill, Discipline and Practice.
- High Impact Email: No to “Spray & Pray”!
- Creating a differentiated and exceptional prospect engagement experience.
- Intermediation: Converting an adversary to an ally - How to engage consultants and external advisors.
- “Centers of Influence, Introductions & Endorsements” (COI3): How to “receive” introductions and endorsements that catalyze word-of-mouth within appropriate investor segments.
- “Con conversationally” qualify: How audio and visual acuity increases trust and conviction.
- On the Road Again!: The proper use of events & external activities.

**ALL TOPICS ARE ADDRESSED IN “MANAGER-SPECIFIC” 1-ON-1 DISCUSSION THROUGH THE 60-DAY PROCESS.**

- Close Encounters of the 3rd Kind: Third Party Marketers & Placement Agents - Limitations & Managing Expectations.
- Don't get CON'D! Why CON-ferences are a waste of time and money for small sub-institutional managers!
- De-CAPitated! - How to work efficiently and effectively with prime broker cap intro.
- "The 7 Elements of Style" – Avoid fatal marketing mistakes
- raising assets.
- Perfecting The Presentation: The 12 Maximum Impact Prospect Engagement Tactics.
- S.M.A.R.T Engagement: How to save time and money as well as protect yourself raising assets.
- Measurement: Marketing Metrics Matter! - Get Answers. Manage Actions. Achieve Results.
- Intermediation (consultants + gatekeepers): Adversaries? Allies? Advocates? Behavioral drivers, structural issues and engagement.
- "Going Institutional" - The critical elements to attract institutional assets.
- Vendor Selection: Service Providers -vs- Service Partners!
- Enhancing The Manager/Fund Profile: Operational Stability,
- Continuity, Consistency & Accountability.
- Seeding, Incubation, First-Loss and Acceleration Capital: Real Options or Hype?!
- LIGHTS! CAMERA! ASSETS?! – The use of social media and video.
- NO FREE LUNCH: The REAL cost of marketing and raising assets for new and smaller managers.
- Creating the marketing and fundraising budget to achieve your capital raising goals.
- How to reduce the cost of marketing, increase speed raising assets and momentum in AUM growth.

**RAISING ASSETS + CONSISTENTLY GROWING AUM ARE THE MOST CRUCIAL CHALLENGES FOR “SUB-INSTITUTIONAL” (\$0-\$100 Million AUM) + “SMALLER EMERGING” MANAGERS.**

**MOST STRUGGLE + FAIL.**

**“IT’S TIME FOR MARKETING ALPHA”**

The ONLY “PROCESS” specifically for “sub-institutional” (\$0-\$100 Million AUM) and “smaller emerging” managers.

“Sub-Institutional” and “smaller emerging” managers must be optimally-positioned, prepared, resourced and equipped with the “appropriate” marketing process and skills along with the candor, accountability, structure, focus, discipline and intensity required for the consistent high-level execution now mandatory to succeed raising assets.

**GET REAL. GET READY. GET RESULTS.**

# **“MARKETING ALPHA”: SUMMARY**

**CANDOR, ACCOUNTABILITY, STRUCTURE, FOCUS, DISCIPLINE, CONSISTENCY AND INTENSITY WITH ASSISTED EXECUTION.**

- ❖ **Delivers the “REAL WORLD, DATA-SUPPORTED FACTS” about MARKETING** for “sub-institutional” and “smaller emerging” managers with accurate information, objective insight, independent research, experienced frontline intelligence and personalized instruction to optimize raising assets for a new or smaller manager initial institutional fundraising.
- ❖ **Eliminates the “Marketing BS** Stops the struggle and failure raising assets + prevents wasted time, money and effort from inconsistent, inappropriate, improvisational and ineffective marketing by separating myth and reality as well as fact from fiction about what it REALLY takes for “sub-institutional” and “smaller emerging” managers to succeed fundraising.
- ❖ **Details Marketing and Fundraising Processes with Consultative Candor**, “Professionalize” the marketing process with candor, accountability, structure, discipline and focus. The “appropriate” marketing process for “sub-institutional” and “smaller emerging” managers is detailed step-by-step with **“NO BS”** for the manager to have a clear understanding of the ALL requirements of marketing + fundraising on a “manager-specific basis”.
- ❖ **Optimally Prepares, Equips and Positions “Sub-institutional” and “Smaller emerging” Managers To Succeed Raising Assets.** Catalyzes intelligent and informed “data-driven” marketing and fundraising process execution with the critical skills required to raise assets within private wealth and institutional segments for “consistent”, “appropriate” “investor-centric” and “prospect-specific” engagement with the high-impact required in a hyper-competitive, crowded capital raising climate filled with hyper-skeptical, stringently selective and idiosyncratically demanding investors, allocators and intermediaries.
- ❖ **60-DAYS of 1-on-1 EXPERIENCED SKILLED “STEP-BY-STEP” PERSONAL ASSISTED EXECUTION** by maximizing the economical, expedient and efficient acquisition, retention and expansion of AUM. Enhance “Marketing VAR” (Visibility + Awareness + Relationships) within the manager’s geographic & relational footprint delivered within a structured intensive process with a level of candor that ensures a smaller manager is optimally-prepared, positioned and equipped to appropriately execute a “manager-specific” marketing process with the skills, quality, discipline, focus, intensity and consistency necessary for the **“high-impact investor-centric and prospect-specific engagement”** mandatory to succeed raising assets.

**“MARKETING ALPHA”: IT'S NOT VITAL; IT'S MANDATORY.**

# **“MARKETING ALPHA”: PROCESS TIMELINE**

## **1: DISCERN**

- IN-PERSON INITIAL KICK-OFF SESSION (9am - 3pm) completely covers the qualitative and quantitative marketing process requirements for “sub-institutional” and “smaller emerging” managers.

**DAY 1:  
KICKOFF  
MANDATORY  
IN-PERSON  
ONSITE**

## **2: DIAGNOSE**

Enterprise-wide assessment to determine process remediation and development:

- Performance:
  - Risk-adjusted, peer, relative and absolute and historical.
- Strategic:
  - Presentation, engagement skills and collateral stack.
- Tactical :
  - Geographic relational opportunity set and pipeline.
- Financial:
  - Budget to achieve capital raising goals.
- Operational:
  - Execution blueprint.

## **3. DISCUSS**

Individual weekly recorded and archived sessions to optimize consistent, appropriate and efficient marketing and fundraising process execution by understanding the catalysts and drivers at each point of the allocation pathway.

## **4: DEVELOP**

- Manager-specific process with content/collateral stack to be deployed within the allocation pathway.
- Quantification of the geographic relational footprint (GRF) and investor opportunity set to build and maintain pipeline.
- Process articulation, relationship-building and presentation skill training for “appropriate” “investor-centric” + “prospect-specific” engagement.

## **5: DEPLOY**

- “Step-by-step assisted execution of manager-specific marketing and fundraising process” with weekly execution and accountability sessions (Recorded + archived).
- “On-call” assistance.

## **6: DISCIPLINE**

- The 30-day intensive is followed by two (2) months of “support” designed to maintain marketing process execution discipline, quality, intensity and consistency.

**The 30-day intensive is followed by an additional 30 days of “marketing + fundraising execution support”**

**1-ON-1, “STEP-BY-STEP” EXPERIENCED ASSISTED EXECUTION:  
INFORMATION, INSIGHT, INTELLIGENCE, INSTRUCTION & INTENSITY**

**GET REAL. GET READY. GET RESULTS.**

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14 Years As the ONLY Marketing & Fundraising Specialist Exclusively For “Sub-Institutional” & “Smaller Emerging” Managers



**FOR DETAILS ABOUT THE “MARKETING ALPHA” PROCESS AND MONTHLY SESSION LOCATIONS  
CONTACT: Bryan Johnson, Managing Partner: [BRYAN@JOHNSN.COM](mailto:BRYAN@JOHNSN.COM)**

**GET REAL. GET READY. GET RESULTS.**

**“NO BS” ♦ NO PROPAGANDA ♦ NO HYPE**

**For “sub-institutional” and “smaller emerging” managers:  
THE difference between success and failure raising assets is “Marketing Alpha”.**

**[www.Johnsn.com](http://www.Johnsn.com)**

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