

“Building a Better Mouse Trap” for 2025 and Beyond



From the Desk of Chris Temple

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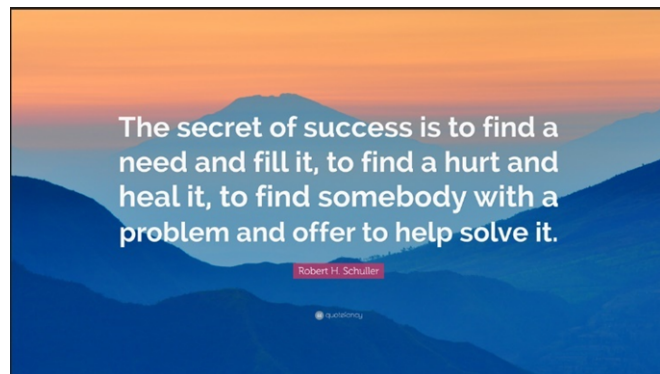
Greetings!

As you may already have an inkling of, over a year ago I set out with my partner Eric Radez here at StrategicMPR to address that old adage: ***Find a Need and Fill It.***

I've seen and experienced *a lot* in **four and a half decades** now in the investment/advisory and related marketing industries. The world has changed in countless ways, together with the way investment

professionals...Wall Street...market pundits...public companies...and others can *and must* operate to be successful.

Individual investor behaviors and demographics today, frankly, are unrecognizable compared to what I first experienced as a newly minted financial planner and mutual fund salesman way back in 1979. Ditto, even typical brokers and advisors. From



time to time, I recount those stories and history; but for present purposes I'll keep such references fairly brief and fast moving.

At the end I'll provide contacts for more detailed discussions I've recorded.

To the point: as I have come to know and even grow quite fond of many companies over the years that I have recommended or otherwise followed/invested in, I have often been aghast at the sometimes-*obscene* amounts of money they have spent on various activities constituting "I.R.," "Public outreach" and the like. Most of the time, little if any return is experienced.

I have been adamant that:

1. Most of these practices are fatally flawed *on their face* and should not be engaged in to begin with,

2. Most do not consider *present-day* behaviors, priorities *and restrictions* on both institutional and individual investors and

3. Summing it up, most are as inadequate as they are HUGE wastes of your company's time *and money*.

Perhaps you've experienced some of the pitfalls I'll recount herein. Maybe those and/or other factors have you largely sitting on your hands these days, afraid (certainly, with some justification!) to do much of any kind of outreach to get your company known.

Wherever you are at, I'm here to tell you that we are now unveiling in a bigger way "the better mousetrap" we have been building over many months now. Over many months now Eric and I have bit by bit put together what we feel is the proper regimen *today* to get a greater *and more durable* following for your company: whether from your own industry, news media, influencers of various types, policy makers, the general public *and potential investors*.

In doing so we have to a great extent *first* identified what is *wrong* with the typical I.R. and similar efforts these days, the chief content of this particular missive (the SOLUTIONS are available in our Brochure and related content):

*Not Understanding *or Properly Describing* the “Macro” Environment

Particularly in the case of companies and stories that somewhat depend (*or are made to by their promoters*) on a narrative of declining stocks, the “Death of the U.S. Dollar” and the like, a LOT of money has been thrown away simply because the FACTS in the real world have not lined up with sales pitches.

Chart 2: US Tech as % of US and Global Market Cap



Source: ASR Ltd. / LSEG Datastream

The U.S. stock market not only has held up but has set one new record after another in 2024. As you see in one sense above, U.S. stocks’ share of global market capitalizations is as high as it was at the 2000 peak.

And as for that “Death of the Dollar” narrative, it’s been hokum to date: America’s currency along with equities (thin though the ongoing bull market indeed has been more often than not) is likewise the prettiest horse in the glue factory.

So, for starters, if you have previously or now are allying *your company’s* story with a *promotional narrative* that to the average individual investor doesn’t pass the smell test because it’s either absurd or outright false on its face, don’t expect to gain traction.

Even for small cap stocks *generally*, you need to nurture audiences, explaining how and why your story WILL be relevant again to the economy, society and investors. **And that needs to come as you acknowledge present limitations but can also—*undergirded by credible macro commentary*—point to how and why things will change in your favor.**

And as you have already seen and heard from me of late even post-election (and will see more of in the days ahead), I *do* see this overall environment changing in 2025.

*Getting the Basics WRONG when it Comes to What Investors can even Grasp, Let alone Act On



I love to tell the story in this and similar contexts of how I eagerly awaited the arrival of “the pink sheets” every week in my early years. These—as you see at left—were listings of every single publicly traded company back then that was NOT on a major exchange. The Bid and Asked prices were as of the prior week; and if you wanted to buy/sell one of these OTC-variety stocks, you had to call a market maker to get a fresh quote, as these listings were *only weekly*. Imagine!

As a young financial planner, I was actually allowed and able to research such companies and—within “suitability” standards and clients’ risk tolerances—take orders for and place into client accounts “story stocks” of various kinds.

This galvanized my love of fundamentals, great stories and traditional *investing* early on in my career. And, in part, some of my colleagues and I were even tutored in using the pink sheets, research and more by a manager of one of the mutual funds we sold (a top performer among small caps for a spell in the 80’s.)



Over time, though, the simpler world of investing morphed step by step into today’s frenetic world of part-passive investing and part-mindless, F.O.M.O.-fueled speculation. *That you know; and have probably been experiencing with less attention to your company and its story than you deserve.*

Beyond that, though—incredibly—a LOT of the I.R. and such efforts I see almost imply that markets/investors have *not* changed all that much. This is a big reason why a lot of these efforts *start* with big handicaps. For example:

* Unlike Yours truly some four decades or so ago, most brokers/planners today either *can’t* or *won’t* take even unsolicited orders for certain kinds of stocks. These follow many years’ worth of institutional and other changes (some good, more not) that at least discourage brokers from enabling said types of investing.

So, for instance, if you are not listed on either the Nasdaq or NYSE...are “foreign” (Canada or Australia, say) listed...and even if you have a “QB” or “QX” designation in the U.S., *the average firm won’t touch you because it pretty much CAN’T.*

Ditto if your share price and market caps are below certain thresholds and the like no matter your listing home(s).

I find it astonishing that some companies are paying BIG money to promoters ostensibly to get “institutional” coverage, brokers, etc. when such (phantom?) audiences couldn’t pick up on your company even if they wanted to.

* As for individual investors, though it is logistically easier and less expensive than ever to buy individual stocks of *all* kinds for your portfolio (if you're a self-directed investor using an online account) the great majority of such investors have little aptitude/comfort in small cap stocks generally and resource-oriented ones specifically.

That *has* started to improve somewhat in the recent past, with rolling "booms" at least for a while in A.I., lithium, uranium and some other themes. But for the most part, typical I.R. and outreach efforts do little to make generalist investors understand not just why to buy a particular company's stock, but *how* to best do it. **The education process, some basic "how to's" and the like are lacking.** Thus, these pitches on their own are ignored.

***Relying on "Spray and Pray" Does NOT Fix This.**

A lot of present-day efforts involve often large and costly campaigns via e-mail, social media, banner ads and the like. On the surface *and done right* this is fine for a part of your market awareness and such goals. ***But here again, there are reasons why a lot of these efforts fail to bear fruit.***



Bump Uranium Sector Exposure Back Up

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Source: Chris Temple 09/25/2024

In light of the news that the Three Mile Island nuclear power plant is slated to be restarted by Constellation Energy Group with Microsoft as its sole dedicated customer for the next 20 years, Chris Temple of the National...

Sentiment	Desktop Readership	Mobile Readership	similarweb Total Readership	Ad Equivalency
Neutral	1,428,155	5,998,251	7,426,406	\$14k

Article Sentiment	Mentioned in this article
Overall This Article Is Neutral	Christopher L. Temple ● positive
	09/25/2024 ○ neutral
	Constellation Energy ○ neutral
	Microsoft Corporation ○ neutral
	The National Investor ○ neutral

Categories
Energy, Business, Finance

First off, most programs simply saturate (or claim to) the “ether” with various appearances of promo on your company. Little makes it in front of real, discerning people. *I’ll discuss the above report to me as an example.*

Every day Yours truly’s work appears somewhere, I get a report the next day as to where *and what the alleged audience was*. In the above example, an article in late September piggybacking a commentary/recommendation changes I made to my Members got sent out to, in part, this portal.

The purported audience counted some 7.4 million readers. The ad equivalent value was \$14,000 to be in front of them.

But for me, as well as for the companies that I discussed in my piece, 14 cents would have been too much to pay. None of us got ANY identifiable feedback, inquiries, subscribers or shareholders as the case may be.

Yet I regularly see companies spend tens and even hundreds of thousands of dollars on promoters engaging in campaigns no better than this. And they come with promises of “audience sizes,” “impressions,” “hits” and the like.

No follow through and/or “fruits.” You might as well place these ads on Mars.

Beyond that, though—even where some efforts find their way in front of *real people* with real email addresses, etc.—*there’s a more fundamental flaw.*

On-line ads of most all kinds work best when they are selling something *tangible* and which involves a simple “yes” or “no” buying decision.

But an ad or whatnot (frankly of most *any* kind) aiming to get the receiver to buy shares of your company’s stock is promoting more of an *intangible*. That’s a far higher hurdle to get over. And it’s another reason why this kind of advertising—even if well-written, NOT hype or sensational and all that—still doesn’t produce much *in isolation*.

*Big “Hit and Run” Campaigns’ other Pitfalls

Some promotional efforts *really* overwhelm mailboxes, social media, certain “usual suspect” small cap / resource stock portals and the like; and are engaged in by some companies in the hopes of meaningfully moving the needle on share price, volume, etc.

The trouble is, more often than not big, sharp rallies do come *but are followed by profit-taking right after*.

Frankly, there are some big, savvy investors who follow especially prominent promotional firms *just to play these swings in subject companies’ shares*. Ultimately, no matter how large, these “hit and run” campaigns, as I call them, pretty much have NO element to translate speculators and fleeting traders into long-term *investors*.

And to add insult to injury, the resulting ugly stock chart now punctuated by a prominent but short-lived price spike—with a similar quick spike in volume that disappeared as quickly as it came—ends up being a “Scarlet Letter” of sorts when serious investors come along later to do some homework!

Just a few more things as we wind down, as we necessarily “unlearn” errors and bad practices on the way to adopting better ones you can learn and then implement:

*Fighting over stale/overused Lists

Don’t spend inordinate amounts of time/money marketing to the same old, tired lists that your I.R. people/marketers use in common with many others.

As so many companies in the natural resources space especially have experienced, most existing lists are comprised of people (those still *alive*, anyhow!) already up to their eyeballs with a portfolio of LOTS of great junior resource stories...and waiting in most cases to one day break even.

Hardly the kind of audiences to get a lot of traction with!

*Allowing or associating with Content that is...simply...NUTSO.

Friday, September 30, 2016:

D-DAY FOR THE U.S. DOLLAR

On Friday, September 30...
a new kind of "world money" goes live.

When it does, it could unleash a devastating crash for the U.S. dollar... a massive implosion for U.S. stocks... and send gold soaring as high as \$10,000 an ounce.

Here's how to protect yourself...

It's one thing to be hard-hitting, provocative and have an "edge." I certainly do, as those of you who know me best *know well!*

But one reason a LOT of promotion over time especially of precious metals and other resource stories falls flat with most everyone but the "converted" (and already

fully invested as suggested above) is that **it involves or is associated with come-ons that are absurd.**

There's an old saying that if you lie down with dogs, you'll catch fleas. Likewise, if—even indirectly—your company's effort to tell its story gets tied up with the various charlatans out there spinning cockamamie stories that never end up being true, the harder the time YOU are going to have being taken seriously by the 99% of investors out there who are properly put off by nonsensical sales pitches and conspiracy theories.

**Not associating Your Company enough with the right Themes, Stories, Trends, etc.*

As mentioned earlier, pretty much no single "ad" or such is going to cut the mustard in convincing an investor who doesn't know your company to buy it on the strength of that one ad, even if it is the best crafted one imaginable.

A successful, overall media/investor outreach needs to have *numerous* facets that BUILD an audience, NURTURE it and—this is a different threshold for different people—one day does lead to new followers and *investors*.

Part of that is not "selling" yourself in isolation, but joining yourself to what sector, social and other movements actually reinforce *your* reason for being, getting investors to take you seriously by such POSITIVE association.

*Not employing “The Human Element” sufficiently

Instead of “Spray and Pray” alone, have a game plan where *real people* field calls/e-mails from *real people* and cultivate them.

Call or otherwise follow up especially with media, influencers, money managers, RIA’s and such in order to have such outreaches bear more fruit as well.

Most I.R. and marketing firms do little or none of this *because they haven’t been compelled to.*



VISIT US at <https://strategicmpr.com/> and <https://www.youtube.com/@StrategicMPR>

This particular missive has chiefly been about “unlearning error” in what these days still pretty much passes for typical I.R. and related outreaches by companies such as yours.

On our web site and YouTube Channel you’ll get more of this...as well as strategies and themes that correct the preceding and related issues to provide a POSITIVE and EFFECTIVE game plan for you.

More on what *to do*—now that you have had reinforced what *not to do*—can be gleaned from our Brochure.

If you have not seen that, let me know. And feel free to call me directly at (224) 308-2587 to learn more about how to make 2025 and beyond fruitful for your I.R. and outreach efforts!