

Mark Levy

Differentiation Expert • Speaker

“Mark helped me find my why.”

- Simon Sinek, author of the bestseller, *“Start With Why”*

“Mark helped me rethink my entire business in one day. He’s a miracle worker.”

- Cali Yost, CEO of *Work + Life Fit, Inc.*

“If you have a conference where you need to hold people’s attention, you need Mark Levy. Everyone’s talking about him.”

- Amy Showalter, Founder *“Innovate to Motivate” Conference*



Who is your industry's "Hamilton"?

The musical "Hamilton" is a cultural phenomenon. It's won eleven Tony Awards, a Grammy Award, and a Pulitzer Prize.

But, according to the review site, TripAdvisor, "Hamilton" was NOT New York City's top-rated show in March of 2018.

That honor went to a show called "Chamber Magic," which has run for 18 years, in over 5,000 performances, for more than 500,000 customers, including Stephen Sondheim, Warren Buffet, and the Queen of Morocco.

A curious thing about the top-rated "Chamber Magic"?

The show was co-created, not by a veteran Broadway impresario, but by business positioning consultant, Mark Levy.

Mark co-created the show's concept, illusions, script, and stagecraft, as well as the personal brand of the show's performer, Steve Cohen, "The Millionaires' Magician."

Says Steve: "Without Mark Levy, I wouldn't have a career."

Every industry -- including yours -- has its "Hamilton." Every industry has its brilliant players who have a strong foothold at the top.

What would it take for you to beat your "Hamilton"?



Mark Levy is a differentiation expert.

He shows businesspeople how to position their companies, brands, books, blogs, speeches, and shows, so that those things stand out sharply.

Along with his differentiation talent, Mark is accomplished at teaching businesspeople how to create ideas from scratch, as well as teaching them how to persuade others into loving those ideas through open, ethical means.



Mark Levy's work has appeared in and on:

BBC
RADIO

FAST COMPANY

Forbes

Inc.

DAILY NEWS

FT FINANCIAL
TIMES

the village
VOICE

H
HISTORY

London
**Evening
Standard**

NETFLIX

The New York Times

n p r

MARTHA
MARTHA STEWART LIVING RADIO

San Francisco Chronicle

NEWYORKPOST

PARADE

LATE SHOW
with David Letterman

CBS

VARIETY

WHAT PEOPLE ARE SAYING ABOUT MARK

"Mark Levy is an extraordinary speaker and an extraordinary person. I've had Mark speak at my events twice. He mesmerizes a crowd and wows people. More importantly, he imparts tremendously pragmatic information in a short time. I can't advise you strongly enough, and I've been speaking myself for thirty years, among the best of the best, and that's where Mark belongs. Get him. You won't be sorry."

- Alan Weiss, *Founder of The Million Dollar Consultant® Convention*

"When he spoke to our group, Mark blew the room away."

- Michel Neray, *Canadian Speakers Association*

"Mark Levy is my guru in residence."

- David Meerman Scott, *author of the bestseller, "The New Rules of Marketing & PR"*

"Mark doesn't fit into any category. He's simply one of a kind."

- Lisa Nirell, *founder of CMOs Leading Innovation Conference*

"Mark has been an absolute sensation. The women cannot get enough of him."

- Stella Grizont, *Managing Director of the Ladies Who Launch*

"Dream It! Live It! Launch It!" Conference

"Mark is a high-energy communicator who immediately connects with a crowd, gets them laughing and involved, and hits them with meaty talking point after meaty talking point."

- Tom Harper, *founder of The Retail Customer Experience Executive Summit*

Talk #1

Your Big Sexy Idea

We walk down the street all day long, making snap judgments about everything we see – oftentimes based on almost no information. We think, “That man there? He looks like a nice guy. And that woman there? She looks like a genius. But that woman next to her? She looks like a moron.”

Now you can say we shouldn't make these kinds of judgments; that they're specious and wrong-headed. Yet we still make them all the time, and likely always will.

The funny thing? The marketplace is making similar judgments about you and your business. They're looking at your tagline or product or service, and they're forming a conclusion, for better or for worse, without much deliberation.

How do you deal with the market's propensity for instantaneous pigeonholing?

You don't fight it. You work with it. You use what Mark Levy calls a Big Sexy Idea.

A Big Sexy Idea is your signature idea -- your point of differentiation.

When you put it at the fore of your business – in your sales pitches, elevator speeches, website headlines, news releases, books, and talks -- people will still make snap judgments about you; only this time they'll be making their judgment based on one of your best ideas.

In this presentation, Mark will show you how grab and hold the market's attention by coming up with your own differentiating Big Sexy Idea. He'll show you, not only how to create it, but how to use it to win business, and make a marketplace splash for you, your company, or your cause.

Audiences: This presentation is ideal for people who have an active hand in the company's strategy and differentiation, such as senior executives or entrepreneurs. It's also for people who are looking to elevate their own personal brand and thought leadership platform.



Talk #2

How To Talk About Your Business So People Care

"HOW TO
TALK
ABOUT
YOUR
BUSINESS,
SO PEOPLE
CARE"



Let's face it, most businesspeople don't know how to talk about what they do for a living and how it can help others.

Instead, as they discuss their work, listeners grow bored or confused, and try to end the conversation ASAP.

The unfortunate result?

Potential sales are lost, opportunities are blown, reputations are damaged, and the businessperson's self-confidence is (justifiably) shaken.

Not knowing how to talk about one's business – during formal pitches and company meetings, with stockholders and the press, from the stage and in casual conversation – stunts growth for both the individual and the organization.

In this presentation, **Mark teaches audience members how to talk about their businesses clearly and engagingly, so that others will sit up and take notice.** They'll get hands-on training in Mark's unconventional approach to the elevator speech and back story as ways of making one's description of their business memorable, emotional, and easy to share.

They'll also understand how to use these persuasive tools in presentations, meetings, speeches, and casual conversation, and they'll be able to share their learning with others in their organization.

Audiences: This presentation is ideal for general business audiences. It can be given from the main stage during a leadership event, entrepreneur event, innovation event, or sales event. It's also for people who are looking to elevate their own personal brand and thought leadership platform.

INNOVATION ON DEMAND:

HOW TO LIBERATE YOURSELF
FROM STATUS QUO THINKING
AND CREATE YOUR BEST IDEAS



When it comes to innovating, we hold ourselves back.

Why? That's the way our minds are wired to work.

Inside each of us is an internal editor that does an important job: it edits what we think, say, and write, as we think, say, and write it, so we sound smart and consistent to other people.

Our internal editor helps us fit into society. We say and do what's expected. Most of the time, there's nothing wrong with having an editor; it's gotten us far in life.

Problems arise, though, when we have to think through a situation that doesn't call for our usual ways. How, then, do we come up with solutions **when our customary answers have failed us?**

Enter Mark's "Innovation On Demand" talk and workshop, which teaches participants a series of liberating thinking and writing techniques that push their internal editors into the background temporarily, so the participants can reach a level of thinking that's more original and resourceful than normal.

While using these techniques, the innovative ideas will come fast and furious, and will rank with the most inventive work the participants have ever done. The new problem-solving skills the participants learn can be used to solve challenges affecting any part of the organization.

In fact, **the leaders attending the presentation will likely come up with solutions to some of their most pressing problems** before the presentation itself ends.

Audiences: This presentation is ideal for general business audiences. It can be given from the main stage during a leadership event, entrepreneur event, or innovation event. It's also for people who are looking to elevate their own personal brand and thought leadership platform.

About Mark

Mark Levy is the founder of Levy Innovation LLC, a positioning and strategy firm that helps organizations and thought leaders differentiate by using, what he calls, “a big sexy idea.” He also teaches clients how to get word out about their newsworthy idea through talks, books, and unconventional marketing initiatives.

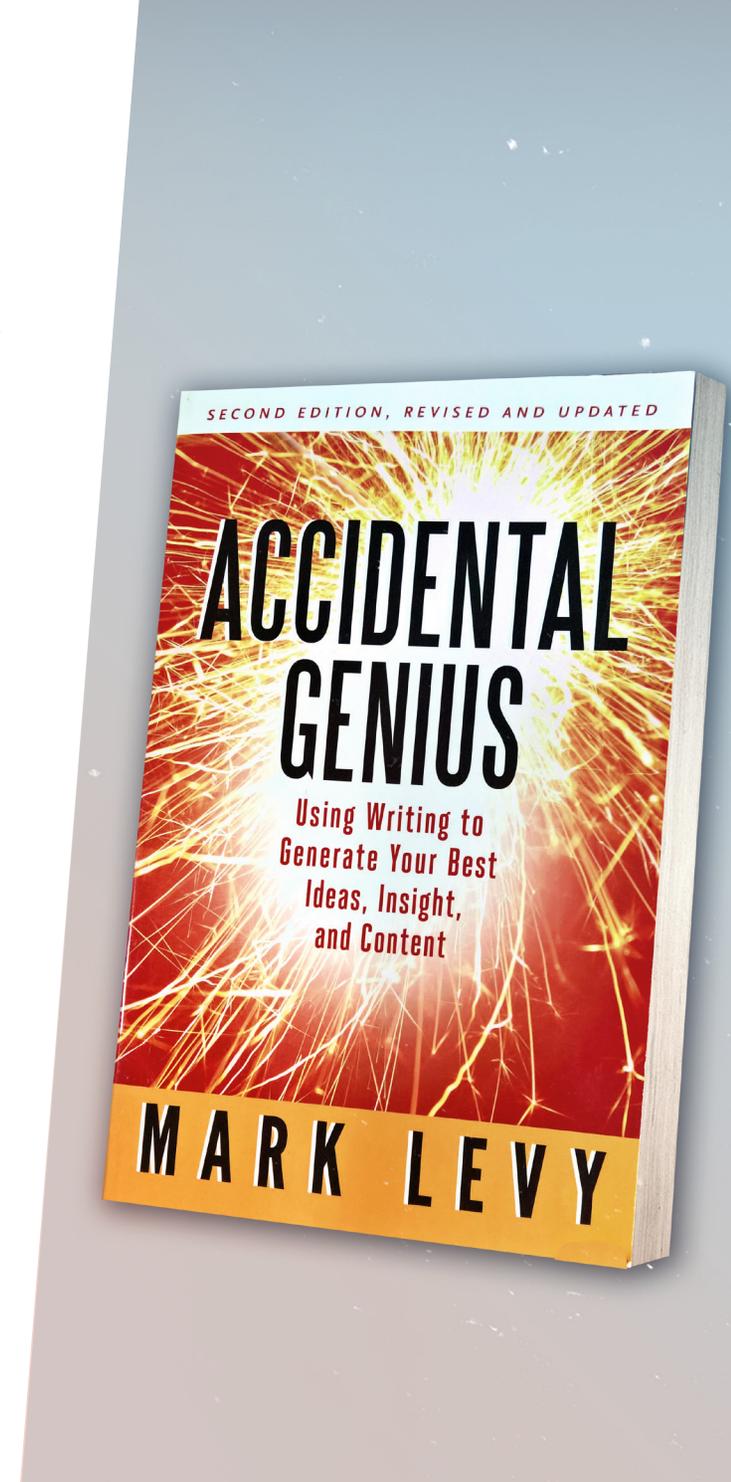
Mark has consulted to some of the world’s most prominent individuals, including:

- a former department head in the **White House**
- thought leaders, such as **Simon Sinek** of “Start with Why” fame
- **CEOS of major brands**, like Popeye’s
- the former **head of Strategy** at the Harvard Business School
- anchors for **network and cable news** programs
- New York Times and Wall Street Journal **bestselling authors**
- **TED** and **TEDx** speakers
- a former member of **Major League Baseball**

Mark has also consulted to a TV special on the History Channel, as well as to the iconic Netflix series, “Mystery Science Theater 3000.”

Before devoting his work fulltime to Levy Innovation, Mark served as Chief Marketing Officer of an Inc. 5,000 experiential branding organization with clients such as Bank of America, Nordstrom, Samsung, Time Warner, and Stanford University.

He has written for the New York Times, and has written or co-created five books, including “**Accidental Genius: Using Writing to Generate Your Best Ideas, Insight, and Content**,” which has been translated into ten languages.





**To book Mark, call him at
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or email him at
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