

MARK

LEVY

Differentiation for Corporations, Brands, and Thought Leaders

***“MARK
HELPED
ME FIND
MY WHY”***

**SIMON
SINEK**

**AUTHOR,
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 NEED TO HOLD
PEOPLE’S ATTENTION,
YOU NEED MARK LEVY.
EVERYONE’S TALKING
ABOUT HIM.”***

AMY SHOWALTER

**FOUNDER “INNOVATE TO
MOTIVATE” CONFERENCE**

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.”**

WHO IS YOUR INDUSTRY'S H★MILTON

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'S WORK HAS BEEN FEATURED
IN AND ON...

WSJ

Forbes

BBC
RADIO

The
New York
Times

NETFLIX

LATE SHOW
with David Letterman

npr

the village
VOICE

Inc.

London
Evening
Standard

San Francisco Chronicle

CBS

H
HISTORY

FAST COMPANY

MARTHA
MARTHA STEWART LIVING RADIO

VARIETY

Parade

NEW YORK POST

FT
FINANCIAL
TIMES

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.

"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 – 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 BEST SELLER, "THE
NEW RULES OF MARKETING & PR"

MARK'S CLIENTS HEAR IT FROM THEM

"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



MOST REQUESTED TALKS + WORKSHOPS

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.



**YOUR
BIG
SEXY
IDEA®**

MOST REQUESTED TALKS + WORKSHOPS

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.

**HOW TO TALK
ABOUT YOUR BUSINESS,**

**SO PEOPLE
CARE**

MOST REQUESTED TALKS + WORKSHOPS

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.

MOST REQUESTED TALKS + WORKSHOPS

For many of us, the word “**PERSUASION**” smacks of manipulation. It conjures up images of distortion and boxing people into a corner. Sure, that kind of hardcore persuasion may get us what we want in the short term, yet we get it at the cost of our very humanity.

BUT WHAT IF YOU COULD INFLUENCE OTHERS WHILE USING STRATEGIES THAT ARE ETHICAL AND CONSIDERATE?

What if the strategies you used were so fair, that you could openly share them with the people who you were trying to persuade — as you were trying to persuade them — and they’d applaud you for it?

In this keynote presentation, Mark Levy will teach you how to influence others through means transparent and principled.

The approach can promote buy-in in business situations of any type.

Senior executives can use it to rally the organization into action; managers, to create momentum in their teams; marketers, to launch a big campaign; salespeople, to pitch and win business. And that’s just for starters.

The ethical influence approach will, in fact, change how every part of your business runs.

A FEW STRATEGIES YOU’LL LEARN INCLUDE: HOW TO...

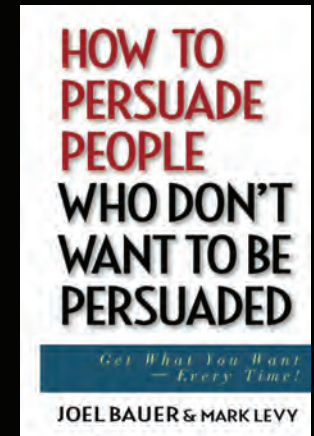
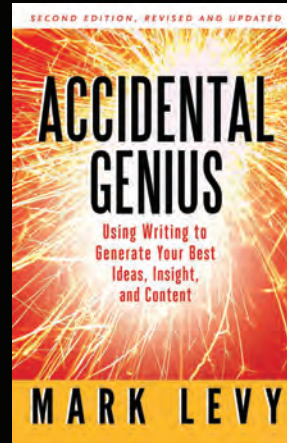
- **CREATE** stories about your ideas that everyone wants to hear
- **FRAME** your ideas in a way that frees people from preconceived notions and enables change
- **INFLUENCE** others by listening instead of talking
- **TAKE** people “behind the scenes” of your ideas as a means of embracing those ideas
- **USE** sampling to temper resistance

AUDIENCES: This presentation is ideal for senior business audiences. It can be given from the main stage during a leadership event, sales event, innovation event, or entrepreneur event.

THE MAGIC OF ETHICAL INFLUENCE:

**HOW TO
DOMINATE YOUR
MARKET BY
TELLING THE
UNVARNISHED
TRUTH**

ABOUT MARK



Mark Levy is a positioning strategist who helps organizations and thought leaders differentiate by using, what he calls, THEIR **“BIG SEXY IDEA.”** He also teaches clients how to get word out about their newsworthy ideas **IN WAYS THAT CAPTIVATE.**

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
- **NATIONAL BRAND CEOs**
- **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 member of Major League Baseball

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

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.

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.**

TO BOOK MARK



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