“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

MARK HELPED ME FIND MY WHY
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"?
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 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

MARK'S CLIENTS HEAR IT FROM THEM
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.
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.
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.
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.
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

CALL
908-303-4492

EMAIL
mark@levyinnovation.com