



# Isabelle Mercier

## Brand Positioning Strategist & Business Growth Catalyst

~ In Any Economy ~



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*Voted one of North America's Top Business Influencers.*

*Best speaker we've ever worked with. Isabelle is dynamic, invigorating, and impactful.*

Roger Killen - TEDx Stanley Park

As one of the most inspirational branding, marketing and customer experience keynote speakers, Isabelle is a 'no-nonsense' dynamo, born to catapult passionate entrepreneurs and thought leaders to build businesses and brands designed to make life better.

She is one of North America's Top Business Influencers, bestselling author of the marketing and business book: *The Next Big Thing: Top Trends From Today's Leading Experts to Help You Dominate the New Economy*, two-time TEDx speaker with over 3 Million views, and a TV show host. Isabelle's sole purpose is to help entrepreneurs and business leaders become and remain The First, The Best or The Only.

She co-founded her first business a few years after her teens, and quickly became one of the most awarded branding firms in Canada including Canada's Best SME Entrepreneur Of The Year. She brings over 25 years of branding, marketing and customer experience expertise and has helped thousands of business owners, thought leaders, as well as some influential and iconic brands like A&W, Robeez Footwear, Earls Restaurants, IMAX Corporation, and HSBC Investments just to name a few. Isabelle teaches how to grow businesses and brands that are designed to thrive in any economy by becoming and remaining - The First, The Best or The Only.

## ISABELLE'S TOPICS

### High Performance Habits

- Crisis = Danger + Opportunity - How to quickly pivot your business from Survival Mode to Re-Invention Mode during changing times.
- Mindset Over Matter - Are you a part of the High-Performing 2%? Pivotal Success Habits to rapidly decrease overwhelm and boost focus, productivity & level of happiness.


### Marketing & Brand Positioning

- Helpfulness Is The New Hustle - How to turn customers into raving fans - in any economy - by serving not selling.
- What is brand positioning and what are the 3 most vital positioning fundamentals to empower customers to choose YOU over anyone else; regardless of price.
- The importance of differentiating and positioning yourself as a brand customers want and love - in any economic climates.
- How to build a business, culture, and customer experience designed to delight and make life better.
- How to nail your competitive advantage/money-making edge.
- What is a brand promise and how having the wrong one can kill your business.

## CONNECT WITH ISABELLE

 [isabelle@leapzonestrategies.com](mailto:isabelle@leapzonestrategies.com)

 [www.leapzonestrategies.com](http://www.leapzonestrategies.com)

 604-312-9613

 @LeapZone

 /LeapZoneStrategies

 /Isabelle Mercier Turcotte

 [www.leapzonestrategies.com/tedx](http://www.leapzonestrategies.com/tedx)