



**SPEAKER  
GUIDELINES FOR:**

*Isabelle Mercier  
Turcotte*





“

*Best speaker we have ever worked with. Isabelle is dynamic, invigorating, entertaining and impactful - and most of all, she is on a mission to leave people feeling on fire and unstoppable!*

~ Roger Killen TEDx Stanley Park





# LIVE OR VIRTUAL EVENT PLANNERS AND CORPORATE CLIENTS LOVE WORKING WITH ISABELLE. WHY?

- Every one of Isabelle's LIVE or VIRTUAL presentations is customized to fit the audience, including using attendees experiences to demonstrate her principles.
- Isabelle uses the extensive reach of her blog, online TV show, email list, and social media to promote your event.
- Isabelle's presentations are visceral and visual (No boring bullet slides!)
- Isabelle's presentations are sprinkled with humor and attendees are guaranteed to leave impacted AND committed to take action.
- Considerate, organized, on-time; Isabelle has the same goal for every online or offline event - to be the best, most invigorating and impactful speaker you've worked with, ever.

## **PRESENTATION STYLES + FLEXIBILITY**

*(Isabelle is as powerful virtually as she is on stage)*

**EXPERT INTERVIEW:** Interviewing Isabelle is a breeze and a blast. She is powerfully engaging, entertaining, real and extremely skilled at being "off the cuff", making it easy and impactful for everyone.

**EXPERT PANEL:** Isabelle is a huge asset on an expert panel. She is a no-BS dynamo and always communicates clearly and with impactful examples.

**PRESENTATIONS:** Isabelle's presentations generally vary from 30 - 90 minutes and can also be delivered as 1/2 day and full day workshops. Descriptions of her most popular presentations can be found on page 7.

**To book Isabelle to speak at one of your events, contact Leanne at:**  
[speaking@leapzonestrategies.com](mailto:speaking@leapzonestrategies.com)

# ABOUT ISABELLE

**Brand Positioning Strategist & Business Performance Catalyst.  
Co-Founder/CEO of LeapZone Strategies & Host of  
LeapTV.com**

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*. As a two-time TEDx speaker with over 3.8 Million views, and 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.

In her keynotes and webinars, 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.

Available for stage, webinar or virtual summit presentations, all of her topics are customized to fit the audience, including using participants' experiences to anchor her principles. Isabelle's presentations are visceral and participants are guaranteed to leave inspired, empowered, and committed to take action.



Isabelle's  
Headshots



See Isabelle  
in action



See Isabelle  
in action



See Isabelle  
in action





“

*Being the First, the Best  
or the Only means being a  
disruptor while becoming and  
remaining undisruptable.*

~ Isabelle Mercier

# IDEAL AUDIENCES & PROSPECTS FOR ISABELLE

## ENTREPRENEURS + EXECUTIVES + THOUGHT LEADERS

Isabelle was born to work with passionate entrepreneurs, executives, and thought leaders who are obsessed with being the best at what they do and thrive on delivering their "genius" in a simple, impactful, and differentiating way.

- Women Entrepreneurs with successful businesses wanting to raise the bar to take their business and brand to the next level of influence, impact and fulfillment.
- Entrepreneurs and six to nine figure Business Leaders dedicated to creating outstanding products, services and customer experiences designed to make life better.
- Business Owners wanting to learn how to differentiate and position themselves as the obvious choice to grow their business to 6-9 figures with more efficiency, fulfillment and profitability.

## MUST KNOW TOOLS FOR BUSINESS OWNERS

Isabelle has created many pivotal tools and programs designed exclusively for business owners who want to create more freedom, revenue, and impact while having a blast doing it.



[BuildToRock.com](https://www.buildtorock.com) is the ultimate step-by-step online business system for modern solopreneurs and small business owners. An eight module business and brand building system designed to help elevate the value they provide, and create a waiting list of clients who want to work with them — regardless of price.



[LeapTV](https://www.leapzone.com) is an edgy, unconventional, and practical online TV show that helps entrepreneurs get clear on their brand, make powerful pivotal shifts, and gain momentum by taking action while keeping it simple. LeapTV is the show that teaches that small, intentional and consistent actions lead to massive results.

**To book Isabelle to speak at one of your events, contact Luciano at:**  
[speaking@leapzonestrategies.com](mailto:speaking@leapzonestrategies.com)



# “ ISABELLE’S ” *Most Popular Topics*



# HOW TO BE THE FIRST, THE BEST OR THE ONLY

---

*To become and remain undisruptable.*

*Positioning is to a business what a heartbeat is to life. Without relevant brand positioning, growth will be a long, costly and energy draining road. Learn how to position yourself as a brand that customers and top talent want and love.*

**Audience Members will walk away with:**

- A deeper understanding of what brand positioning truly is and how differentiation is key to creating an undisruptable business and influential culture.
- 3 vital Brand Positioning Fundamentals to empower your ideal customers to choose YOU over anyone else; regardless of price.
- A way to differentiate yourself, boost your client loyalty and talent retention, as well as a few valuable resources to help you take immediate action.

Position Your Brand To Be The First, The Best or The Only is a smart and motivating way to learn the key fundamentals needed to get crystal clear about what your brand stands for, what problems you solve, and most importantly, what makes your brand undisruptable.

*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*



# HELPFULNESS IS THE NEW HUSTLE.

---

## *How To Leverage Your Team To Rapidly Grow Your Impact And Influence In Any Economy; By Serving Not Selling.*

*Is your marketing so helpful and powerful that people would happily pay for it? The key to breaking through the noise isn't being louder, it's becoming profoundly helpful and relevant. If you sell something, you make a customer today. But if you help and delight someone, you earn a customer for life, because help beats hype every time. Helpfulness is a mission for everyone on your team...not just your marketing team!*

### **Audience Members will:**

- Learn why the fight for attention is getting more difficult every day and why most marketing and communication efforts FAIL.
- Discover the simplest yet most untapped marketing formula to rapidly grow your business, impact and influence and turn your customers into raving fans and your raving fans into customers.
- Learn easy-to-implement yet, life-changing ideas designed to build trust, engagement, and influence.

Helpfulness is the greatest untapped currency of our fast-paced modern world. The brands and cultures that are designed to make life better are and will always continue to be able to thrive in ANY economy.

*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*

# GET INTO YOUR LEAPZONE

---

## *6 Smart, Unconventional Principles To Live And Lead By Design.*

*95% of North Americans either go to bed or wake up worrying about something. Yet, worrying is as effective as trying to resolve an algebra equation by chewing bubble gum. In fact, worrying is the #1 killer of creativity, performance and dreams. Learn to re-connect with what you wholeheartedly want and align everything you do with that through the power of zero tolerance.*

### **Audience Members will:**

- Rediscover the greatness and power behind “Walking Your Talk!” at a whole new level.
- Find out what it means to “Wear Your Lucky Underwear” and “Clean Your Gutters” and how doing so can decrease worry and increase your level of happiness.
- Delve deeper into your own unique Power of Zero Tolerance to help you authentically live, lead and grow by design, not by default.

Learn a simple, effective and tangible way to reduce worry and increase peace-of-mind to allow you to create more joy and impact in your life and your business. Get Into Your LeapZone is an impactful and motivating way to learn the key ingredient needed to create more Hell Yes in your life.

*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*



# LET'S GIVE THEM SOMETHING TO TALK ABOUT!

---

## *How To Quickly Turn Your Customers Into Devoted Amplifiers and Employees into Die Hard Ambassadors.*

*The easiest way to grow your business is for your customers to grow it with you. But that only occurs if you deliver a customer experience worth talking about. Word of mouth influences more than 50% of all purchases on the planet, yet we too often take this golden fact for granted. We assume that our customers will talk about us. But they won't, unless you give them something to talk about.*

### **Audience Members will:**

- Discover why customers talk and why they don't.
- Learn what Devoted Amplifiers are and how pivotal they are to growth.
- Learn the 3 most potent and cost-effective marketing strategies designed to turn customers into Devoted Amplifiers and Devoted Amplifiers into customers.

Prepare to be entertained, inspired and empowered to take action that will unequivocally lead to measurable and positive change.

*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*

# CRISIS = DANGER + OPPORTUNITY.

---

## *Find New Cheese: How To Quickly Pivot Your Business From Survival Mode To Re-Invention Mode During Covid-19.*

*Crisis is sometimes the only way massive change happens. Why? Because of one word: necessity. When there is necessity, change happens. Period. In every problem, therein lies the next solution. And in every solution, therein lies the next big opportunity.*

### **Audience Members will:**

- Understand where fear comes from and how fear can be transformed from paralyzing energy into proactive and creative fuel to take your business to the next level of service and impact.
- Discover the single most important question that needs to be answered to stay inspired, focused and plan for a strong recovery by finding new cheese.
- Learn how to eliminate the “trivial many” and amplify the “vital few” to create clarity, confidence and momentum.

Finding new cheese is about learning what it takes to PLAY TO WIN rather than PLAY NOT TO LOSE. Prepare to be entertained and inspired with relevant and often hilarious examples and ready-to-implement ideas.

*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*



# FROM HOT MESS TO ORGANIZED SUCCESS.

---

## *5 Habits And Strategies To Dramatically Improve Focus, Organization And Productivity At The Office Or Virtually.*

*My partner and I have been in business together for over 25 years. Our first business was a creative agency with over 20 team members - some virtual, some working together under the same roof in an open space environment.*

Imagine a bunch of creative people, dealing with thousands of computer files, assets, fonts and deadlines. We operated in both MAC & PC platforms and had on average 65 projects at once. Need I say more? It was a total nightmare, until we locked ourselves in our small boardroom for an entire week to create systems and best practices that would forever revolutionize how we work.

### **Audience Members will:**

- Learn the 4 key principles that differentiate uber productive and successful people from everyone else.
- Discover the 5 high-performance habits designed to improve focus, productivity & efficiency.
- Learn easy-to-implement, yet life-changing strategies to help decrease overwhelm and increase peace-of-mind.

Go from frustrating chaos to well-oiled machine and from overwhelmed to clear, organized and happy.

*\*Available as a workshop, webinar, podcast interview, or virtual summit.*

# BRAND TO MAKE LIFE BETTER.

---

## *What Makes You: The First, The Best Or The Only?*

*Without a strong differentiator, the only option left is to compete on price – and that's a guaranteed race to the bottom. Put simply, your brand's differentiators are among your most important assets. Find out how to build a brand that makes life better, facilitates your relationships with customers and influencers, and ultimately drives your reputation and growth.*

### **Audience Members will walk away with:**

- A deeper understanding of what brand positioning truly is and how differentiation is key to creating a more impactful business and influential culture.
- 3 vital Brand Positioning Fundamentals to empower your ideal customers to choose YOU over anyone else; regardless of price.
- A way to differentiate yourself, boost your engagement, create a more impactful business and influential culture, as well as a few valuable resources to help you take immediate action.

Brand to Make Life Better is a smart and motivating way to learn the key ingredients needed to get crystal clear on what your brand stands for, what problems you solve, and most importantly, what makes you The First, The Best, or The Only.

*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*



# MINDSET OVER MATTER.

---

## *3 Pivotal Shifts To Stay Present, Focused and Empowered To Grow And Thrive Despite Change.*

*People often struggle to find their emotional center in the best of times, let alone in uncertain, chaotic times. And far too often, fear, anxiety and worry take over. These emotions can paralyze us and steal from our focus, our good habits, and our sense of peace and purpose -- our well-being. Right here, right now, you are given an opportunity to level up. The question is, are you willing to leverage this opportunity?*

### **Audience Members will:**

- Understand where fear comes from and how fear can be transformed from paralyzing energy into proactive and creative fuel to take your business to the next level of service and impact.
- Discover the single most important question that needs to be answered to stay inspired, focused and empowered to growth and thrive despite change.
- Three pivotal shifts to help you stay focused and empowered to grow and thrive despite turbulent times.

Mindset Over Matter is about learning what it takes to PLAY TO WIN rather than PLAY NOT TO LOSE. Prepare to be entertained, inspired and ready to take pivotal action from valuable, real-time coaching.

*\*Available as a keynote, workshop, webinar, podcast interview, or virtual summit.*

“

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







“

*If you can't say NO  
to what you don't want,  
you'll never have the  
time and energy for  
what you do want.*

~ Isabelle Mercier

# WHAT ISABELLE NEEDS TO BE AT HER BEST FOR YOUR LIVE OR VIRTUAL EVENT.

## AUDIO + VISUAL

When a mic is needed, Isabelle needs a hands-free mic. She needs both hands to speak...after all, she is FRENCH! It is also important for Isabelle to be able to see her presentation on her own computer (or confidence monitor) while speaking. Often, Isabelle shares videos and requires access to audio.

## SURPRISE + DELIGHT

Isabelle loves to surprise and delight her audience. In her presentations, she often does "surprise draws". It is important for her to have the flexibility and spontaneity to be able to execute these 'surprise and delight' and share valuable resources either during or post presentation.

## ASSISTANT

For non-virtual events, Isabelle often travels with an assistant to help her with set up and audience questions post presentation. It is important that all allocations made for Isabelle are also extended to her assistant.

## POST STAGE TIME BREAK

For non-virtual event, it is important to have a scheduled 20-min break after Isabelle's presentation AND a table area at the back of the room. This allows Isabelle the opportunity to engage with participants to add value and answer questions/inquiries.

## SPEAKER FEES

Isabelle's LIVE speaking fees range from \$5000 - \$15,000 depending on the event and the level of customization desired. Isabelle's VIRTUAL speaking fees range from \$4,500 - \$9,500 depending on the event type, the level of customization desired and whether there is an opportunity to make an offer or promote LeapZone's services.

## TRAVEL + ACCOMMODATION

The event organizer will cover the cost of flights, transportation and hotel accommodation for the night before the event and the night of the event depending on flight schedules.

## OWNERSHIP OF CONTENT

Any videos, audio, pictures, etc. taken of Isabelle at the event must have Isabelle's express approval prior to any form of distribution to ensure proper editing, format and brand alignment.

**To book Isabelle to speak at one of your events, contact Luciao at:**  
[speaking@leapzonestrategies.com](mailto:speaking@leapzonestrategies.com)



REGULAR  
PEOPLE  
CREATING  
OUTSTANDING  
EXPERIENCES  
LEAD TO  
SPECTACULAR  
RESULTS.

