

THE
SMARTEST
THING
WE DO
IS WORK
FROM
FROM
THE

inside
out.

Why?

Because it's the only way to create a unique, viable, and differentiating BRAND.

Doing it any other way is like dancing about architecture.

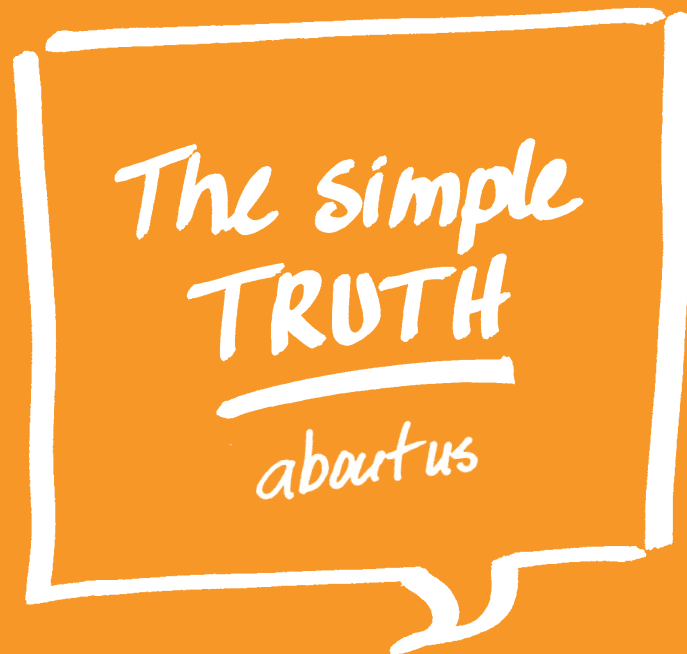
HUH?
Exactly.

A white pen lies diagonally across a white sheet of paper. Several crumpled pieces of white paper are scattered around the sheet, some on it and some on the dark background. The text is written on the white sheet.

Building an extraordinary brand requires:

**Guts, Clarity, Strategy,
Alignment, Consistency,
an Extraordinary Promise
Delivery System...**

*Oh yes, and a shit load of
course corrections.*



We're Wickedly Talented People

We're hungry.

We are relentless in the pursuit of knowledge, new insights, deeper inspiration, and are continuously hunting for cutting edge innovation.

We're gutsy.

We are bold, daring, and fearless. We have the confidence to speak our minds (because we're allergic to bullshit) and we have the courage to take action. We believe that living and playing by our own rules gives us the edge that allows us to create better results for ourselves and for others.

We're ready.

We love to go above and beyond. Generating momentum is our thing. We think creatively and work strategically which gives us the short-term fuel required to move forward at a faster pace, and the long-term vision needed to stay focused.

We're savvy.

Our success is based on our impossibly high standards, and our passion to live our purpose and deliver our promise. We're beautifully intense about everything we do and are continually looking for ways to elevate our lives and the lives of others.

We're all heart.

We believe in heart-based living and leadership. Whether it's building a business or strengthening personal relationships, the authentic connection we nurture within ourselves has a positive impact in our own lives and others as well. This positive impact breeds more positivity and before you know it, movements are born and new norms are created.

To us, THIS is innovating at its best.



We Work With Bold, Brave and Passionate Clients

We were born to work with people who are obsessed with being the best at what they do and thrive on delivering their “**genius**” in a simple, impactful, and differentiating way.

Period.



What do you need to **ELIMINATE, ELEVATE,** and **CREATE** to be The First, The Best or The Only?

That's precisely what we help you figure out!

The #1 Problem

97% of all business owners on the planet feel overwhelmed, overworked and undervalued. Why? Because they lack the three key components of a successful brand architecture: Positioning, Personality and Performance. This lack keeps them playing small and struggling to make a profit. Sound familiar?

The LeapZone Trifecta

Our unique process is designed to help you uncover, communicate, and deliver new sources of value through innovative strategies, brand alignment, and performance coaching.

We're also focused on helping you answer three fundamental questions:

1. What are you wanting to make happen and WHY?
2. What is your brand's super power?
3. How does your business make life better?

01

UNCOVER

Deep Dive Into Your
Business & Brand Differentiation.



02

INNOVATE

Identify & Plan Your
Promise Delivery System.



03

DO

Implement Key
Strategies For Your
Business To Thrive.



04

ALIGN

Course-Correct
To Deliver Your Genius
& Money-Making Edge.



05

ELEVATE

Explore New Sources Of
Value To Stay The First,
The Best Or The Only.



The LeapZone
**Rockstar
Brand**
PROCESS



Meet

Isabelle Mercier

Brand & Business Performance Catalyst
(A.K.A. Momentum Generator)

A 'no-nonsense' dynamo helping passionate entrepreneurs identify, develop, implement, and deliver spectacular, impactful brands.



Meet

Margarita Romano

Equine-Guided Strategist
(A.K.A. Detail Nut)

A “super freak” processor helping passionate entrepreneurs connect the dots to lead fulfilling lives driven by heart and soul.



Our Rockstar Team



We Unlock your Potential from the INSIDE OUT.

We're obsessed with beauty, simplicity, and effectiveness, and are passionate about making the “intangible” tangible.

You ready?

**Fill out our online Needs Assessment
to get the ball rolling:**
www.leapzonestrategies.com/rise



Tools that Support our Process



BuildToRock.com is a unique step-by-step brand and business building system for solopreneurs and small business owners. An eight module online program designed to help uncover your X-Factor and elevate the value you provide to create a waiting list of clients who want to work with you – regardless of price.



MyLeapTools.com is a membership site created to share kick-butt tools, ideas and methodologies that have greatly helped us, and our clients, get more done in less time. (Think of it as virtual coaching!). This site is a useful companion to any small business owner who wants to raise the bar, increase efficiency and simplify the way they do business.



LeapTV.com is an edgy, practical, and FREE online TV Show that helps solopreneurs and small business owners get clear on their brand, make small but powerful pivotal shifts, and gain momentum by taking action while keeping it simple. It's the show that teaches that small, intentional and consistent actions lead to massive results.



LeapZone Trifecta Certification is our smart 12 month certification program designed to equip talented coaches with a simple and effective methodology to help their clients operate by design and stay The First, The Best or The Only.



Trailblazers Retreats were born because we truly believe in the importance and value of taking a ***time out*** to work ON your business rather than IN it. We know that getting away from your everyday, busy environment is key to growth. It makes it much more enjoyable, effective, and let's face it – possible. That's why we created Trailblazers Estate. A magical 5-acre equestrian property on Vancouver Island, designed to help you accelerate your success through transformational branding, business, and personal growth retreats.

Presentations with Fuel Injection

Isabelle is a thought-provoking speaker and captivating storyteller who has a truly authentic connection with people. She is a natural born leader that has triumphed and mastered the art of adapting to changing times and leaves audiences motivated and empowered to raise the bar.



BRAND FROM THE INSIDE OUT!

Be The First, The Best, or The Only.

This value-packed, interactive keynote/workshop demystifies branding and provides you with the key ingredients needed to build a spectacular brand.



GET INTO YOUR LEAPZONE!

Six Smart, Unconventional Performance Principles To Live By Design, Not By Default.

Rediscover what you wholeheartedly want and connect with the power of Walking Your Talk!



ROCK YOUR BIZ INTO SHAPE!

7 Warning Signs That Your Small Business Is Not Setup To Thrive And How To Fix It.

Discover the #1 mistake that 97% of all small business owners make and how to avoid it.



TEDX TALK

The Power Of Zero Tolerance

Learn a simple yet powerful model to help you instantly decrease worry and increase peace of mind.

To book Isabelle to speak at one of your events, visit:

www.LeapZoneStrategies.com/speaking

REGULAR
PEOPLE
CREATING
OUTSTANDING
EXPERIENCES
LEADS TO
SPECTACULAR
RESULTS.

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