

Breakout Sessions connecting with the inspirational keynote

Skydiving with Chickens!

MAKE **FEAR** YOUR FRIEND, NOT YOUR FOE.

7 STEPS TO BECOMING **FEARSOME**

How to Successfully Introduce New Products & Services

Most new product or service introductions fail miserably.

But, it doesn't have to be that way.

Len Blackstone has introduced numerous products and services over 30 years. And, he has plenty of marketing successes and "scars".

Len shows the how and why – the critical steps necessary to achieve victory when introducing a new product or service.

7 STEPS TO BECOMING FEARSOME provides practical tips to increase your odds of success.

TAKE-AWAYS

- Learn the seven critical steps that *must* be "right" to achieve victory.
- Understand why the vast majority of new product or service introductions fail.
- A checklist that encourages success and discourages failure.
- See case studies illustrating why new products or services succeed or fail.

MESSAGES **THAT MATTER**

How to Create Marketing Messages That Deliver Results

Millions of dollars – profit or loss – hang in the balance.

There's an 80% chance you're wrong as to which sales or marketing message is most effective at winning new customers.

In **FROM FEARLESS TO FAVORABLE**, Len Blackstone reveals why most marketing and sales communications fail. And, he provides practical tools showing you how to get it *right*.

You'll also learn how to increase your understanding of customers and discover their unfulfilled needs.

TAKE-AWAYS

- Develop processes to create, test & refine effective marketing messages.
- Learn how to discover unmet customer needs and desires.
- Understand why being the "dumb guy in the room" is better than being the "smart guy".
- Discover the single biggest reason why most marketing fails.



"If you are looking for an energetic, inspirational, and professional presenter, I highly recommend Len Blackstone."

Sue Viggiano, Public Relations Society of America, Oregon Chapter

Message To Meeting Planners

"I know you have a tough job. Please be assured that I want your event to be a huge success – and you a hero!"

"If you have any requests, please let me know and I will do everything in my power to meet your needs. I'm here to serve you & your audience."

Len Blackstone