

This is not the same old marketing bumpf!



Michel Neray
speaker • trainer • consultant





Read Me **First**

In the past twenty years, the speaking industry has exploded with self-proclaimed sales & marketing experts, branding gurus, networking specialists and communications people.

And yet, despite the incredible diversity of people all vying for a spot on the main stage, the only thing that's truly amazing is how similar everyone sounds.

It's as if everyone is quoting from the same textbook that was written twenty years ago – making your challenge to find a truly innovative presenter with fresh ideas all the more difficult.

Your audiences have heard it all before... or have they?

Time after time, the feedback I get from my workshop attendees, keynote audiences and participants of strategy sessions is that I have helped them to discover their true differentiation – both as companies and as individuals – and then to communicate it in the most compelling way.

More than just higher sales with less effort (as if that weren't enough), the result is the increased momentum, resilience and confidence that can only come from being absolutely clear about your core strengths and unique difference.

Thank you for taking the time to consider me for your next event or training program. I promise you this is not the same old marketing bumpf.

Michel Neray
Chief Messaging Officer.



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Who is Michel Neray and What Does He Know Anyway?

Michel Neray has over 25 years of experience as an award-winning copywriter, an Internet pioneer, a tradeshow pitchman and a senior sales and marketing executive – and has been conducting workshops since 1981.

He has worked with major corporations including Honda, Volvo, Upjohn, Alias-Wavefront, Nikon, The Royal Bank, The Quaker Oats Company, Marathon Brokerage, Guardian Mutual Funds, Mackenzie Financial and many others. Michel's client list also includes the not-for-profit sector, having worked with NGOs such as World Wildlife Fund, Friends of The Earth and The Abraham Fund.

An online pioneer, Mr. Neray was one of the first marketing professionals to embrace the Internet by building websites as early as 1993.

In 1994, Michel co-authored a book entitled "[The Great Crossover: Personal Confidence in the Age of the Microchip](#)".

Michel founded [Portfolios.com](#) in 1995, the world's first online source directory for creative professionals.



Since creating [The Essential Message®](#) in 2003, Michel has helped thousands of independent professionals and entrepreneurs as well as growing corporations find a better way to differentiate, position and brand themselves.

In 2005, his chapter, "Everything Starts With A Conversation" was selected as the lead for the book, "[Sales Gurus Speak Out](#)".

His library of published [Essential Message eLearning products](#) includes unique tools and worksheets related to sales, marketing and branding, from creating your positioning statement to naming products and services to filling your marketing funnel.

Michel's [articles](#) have appeared in dozens of publications, and he has spoken at numerous conferences.

He has a science undergraduate degree from the University of Waterloo, and an MBA from McGill University. He's married with three children and two dogs.

When not working, Michel can be found in the dojo training for his third degree Black Belt in Karate, paddling whitewater in the wilds of Northern Ontario, or tearing up the back roads on his motorcycle.

"Give me one hour with your people and I will show them how to harness their true differentiation to totally obliterate the competition!"



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Five Of The Best Reasons To Get Michel For Your Next Event

1: Michel helps his audiences with one of the biggest challenges that people have in business.

If your attendees need to stand out from a crowd of competitors, they are desperate for strategies that help them differentiate themselves and their businesses. That's why sessions on sales and marketing consistently rank as the most requested topics in conferences. Michel delivers.

2: Michel really knows his stuff.

The Essential Message was created by Michel based on more than 25 years as an award-winning copywriter, an entrepreneur, a tradeshow pitchman and a senior sales and marketing executive – working with some of the biggest companies in the world.

3: Michel is fresh and innovative!

Audiences are tired of hearing the same old advice on sales communications, positioning and differentiation. As an expert on the subject, Michel practices what he preaches – and he'll show your attendees how to authentically position and differentiate themselves too.

4: Michel is funny and entertaining.

Michel uses stories and interactive exercises to engage his audiences and help them relate the content to solve their own challenges. Testimonial after testimonial prove that people find the entertainment value of Michel's presentations as valuable as his content.

5: Over 172 Testimonials Don't Lie.

Don't take our word for it; take the word of over 172 testimonials!
(www.essentialmessage.com/testimonials.php)



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Matching Our Approach to **Your Need**

All companies, regardless of size or industry, would like to increase revenue while maximizing the effectiveness of their sales and marketing initiatives.

Most sales and marketing experts will tell you that

"These events are highly interactive, fun and entertaining. Attendees love them! Plus, it's one of the best things you can do to build business."

one of the most important keys to higher sales and more effective marketing is discovering your differentiation or 'Unique Selling Proposition'.

They're right. But, what they don't tell you is how to find it – or how to communicate it in the most

compelling way so that everyone 'gets it' – both internally and externally.

That's what the Essential Message is all about.

All the work we do is based on the Essential Message approach, created by Michel based on his 25 years as an award-winning copywriter, an entrepreneur, a tradeshow pitchman and a senior sales and marketing executive.

The Essential Message helps attendees surface the hidden value of their strengths, core competencies and passions, and then frame them from the perspective of the customer's challenges and interests.



Audiences:	Formats:	Events:
Consultants, Coaches and other Independent Professionals Financial Advisors and Insurance Agents Salespeople and Account Managers Chartered Accountants, Lawyers and Certified Management Accountants Sales, Marketing and Executive Teams Executives in transition	Keynote speeches Break-Out and Concurrent Sessions In-depth workshops Facilitated Meetings Ongoing Sales Training and Coaching	Industry Conference and Tradeshows Corporate Sales Meetings Networking Events Executive Retreats and Strategy Sessions



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Sample **Keynote Topics**

Here are just a few of the topics that can be delivered either as a breakout session, in-depth workshop or speech. All are very practical, humorous, high energy and interactive – regardless of audience size.

"You blew me and the room away at the Visa Conference! The stuff you teach and do is so cutting edge!"

Everything Starts With a Conversation (including your next sale!)

Forget features, advantages and benefits, the time-limited offer, the trial close and any other old school sales technique.

If you really want to close more sales, learn how to start more conversations with people around their needs and interests.

In this presentation or workshop, you'll discover how easy it is to do exactly that – genuinely and naturally – whether you're sitting on the beach in Belize or across the boardroom table.



Ditch Your Pitch! How to create a powerful positioning statement that actually gets people interested!

Any textbook will tell you what a positioning statement is and why you need it. In this Essential Message presentation, I'll show you how to create the most compelling Positioning Statement for you – and then I'll show you how to turn it into a powerful sales tool so that you turn more people into prospects, and more prospects into sales.



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Everything Starts With A Conversation

(Including Your **Next Sale!**)



Consultants, salespeople, independent professionals and business leaders have it so hard!

To start with, there's no easy way you can sum up everything you do in a neat little phrase. And to make things worse, once people hear what you do, they lump you in with a half million other people who appear to be doing the same thing!

So when someone asks you, 'What do you do?', what should you say?

The truth is, if you can't talk about what you do in a way that's clear, compelling and *conversational*, you're probably missing dozens of opportunities to turn more people into prospects and more prospects into sales. Every day.

That's what makes this session an ideal fit for industry conferences, tradeshow, sales meetings, networking events and executive strategy retreats.

Attendees will discover how easy and natural it is to engage people in business conversations – whether they're sitting on the beach in Belize or sitting across the boardroom table.

"Thanks again for your wonderful presentation. It was very freeing for me personally, and I know it was for attendees as well. There hasn't been such a buzz going after a presentation in a very long time!"

Presented as a keynote, speech, break-out session or in-depth workshop, attendees will learn:



What *really* engages people in conversation – and how to get prospects to say, 'tell me more...'



How to take advantage of the three most powerful conversation starters



How to avoid the number 1 mistake when introducing yourself at networking events



And more!



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Ditch Your Pitch!

How to create a powerful positioning statement that gets people interested and builds sales!

If you're like most people in business, you already know that a positioning statement is an essential element in your sales and marketing toolbox. But having sat through other sales and marketing presentations, you might be justifiably concerned that working on your positioning statement is just another word-play exercise that doesn't do anything to build sales.



"Your session was great. It gave us all a new way to think about our 'Essential Message' and the way we communicate with prospective clients - even those we meet in social settings. Thank you!"

The simple, proven fact is a well-developed positioning statement helps clarify and focus everyone's energy inside your organization to the real business of getting sales. And when it's applied properly to your website, sales material and networking conversations, your positioning

statement becomes your most powerful ally in attracting the right customers, right away.




So why is it that positioning statements remain one of the least understood, most mis-used tools in the marketing toolbox?

That's what makes this topic ideal for industry conferences, tradeshow, sales meetings, networking events and executive strategy retreats.

In this presentation, I'll show attendees the few simple but dramatically powerful steps that most marketing textbooks leave out. Then I'll show them how to turn their positioning statement into a powerful sales tool they can use in conversation so it sounds natural and engaging.

"It was great meeting you at the Visa conference, I enjoyed your seminar and probably took more out of that 45 minutes than I did from the rest of the day. Thanks again!"

Presented as a keynote or workshop, attendees will learn:

-  The 5 core elements that every positioning statement should have (even if you already have a positioning statement, it's almost guaranteed you're missing one)
-  The mistake that almost all businesses make when using their positioning statement in their marketing materials
-  How to turn your positioning statement into a compelling conversation starter at networking events and sales situations



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Sample Workshop Topics

The keynote topics listed in the previous pages are also available as workshops and break-out sessions. However, the topics listed here take participants to greater depth and understanding – with application to their individual situation and needs, and consequently require more time.

Sales Telepathy

In this powerful workshop, you'll learn how to use The Essential Message Audience Balance Sheet – a simple tool to help you wrap your head around your customers' needs and hot buttons, speak their language, and create powerful communication that makes them buy.

We also show participants how to use this incredible Essential Message eLearning tool to create a powerful sales letter in less than three minutes!

What Drives You Crazy Makes You Great!

It's easy to ask the question, 'what makes you different?' but how easy is it for you to come up with an answer that truly sets you apart? This is an incredibly innovative, fun and powerful session in which attendees discover what sets them apart in business – and in life.

Exclusive Essential Message 'Consoaching' Workshop:

Limited to groups between 5 and 20 participants

This is an exclusive invitation to get the coaching and consulting your participants need to solve their biggest sales communications, marketing and branding

challenges! It's a completely open-agenda, anything-goes session, where each attendee is encouraged to come ready with one issue or challenge. While I personally coach them through the solution using the Essential Message approach, everyone learns!

"Thanks for adding tremendous insight and for delivering a workable approach to our sales challenges. You have a great, engaging style, it was a productive, positive learning experience and you gave us valuable content and strategies for success!"



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Sales Telepathy

How to get into your clients' head and heart without going out of your mind!

The Essential Message Audience Balance Sheet is the basis of all your sales & marketing activities. That's because it's the basis of your understanding of the person or people in front of you. If you are a speaker, it's your audience. If you are in sales or in business for yourself, it's your prospect. If you are cold calling, it's the person at the other end of the phone. If you are a marketing professional, it's your target market.

Similar in concept to a SWOT Analysis (Strengths-Weaknesses-Opportunities-Threats), the Audience Balance Sheet is structured to help you more directly identify the interests, priorities and hot buttons of your audience. What's more, it helps you apply this knowledge immediately in your sales and marketing communications – including your website, home page, sales letters and networking conversations.

We call it the Audience Balance Sheet because it gives you a clear snapshot of the other person's position in the same way that an accountant can get a quick grasp on any company simply by looking at the financials.

Completing this for each distinct target group or audience gives you credibility right off the bat. By demonstrating that you are familiar with your audience's needs and challenges, you position yourself as an expert, and your prospect is predisposed to believe what you have to say.

This also makes your sales conversation much more powerful so you can open more sales relationships and close more sales!

"Amazing presentation Monday. Thank you!! I received so many positive comments from members...and they want you back!"



Participants will learn:

- How to structure a sales conversation to put the other person in a positive frame of mind
- How to anticipate people needs, challenges and objections
- How to create a 'burning platform' to get them to act on your suggestions
- How to write a powerful sales letter or email in less than 3 minutes
- And more!



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What Drives You Crazy Makes You Great!

It's easy to ask the question, 'what makes you different?' but how easy is it for you to come up with an answer that truly sets you apart?

Forget the usual talk about USP and differentiation – this is an incredibly innovative, fun and powerful session in which we'll help you slip into the back door of your mind to discover things about yourself you never knew were so powerful and compelling.

Attendees will learn:

-  How to tap into their unique greatness – and how to use it in their job or business
-  A simple way to define their differentiation
-  How to strike up a conversation with someone in a way that naturally brings their best point of difference into the conversation and more!!



**Your differentiation is at the heart of your Essential Message.
It's what makes you competition-proof!**

"I applied the "what really drives me crazy" thing to a prospect this morning and BOY DID I GET RAPPOR, I watched her eyes light up as I made those comments!! Here is a potential sale 2x bigger than any previous sale and I plan to close it within the next 7-10 days. Thanks!"

Discovering your true differentiation has even greater consequences than simply helping you attract wealth. According to Dr. Martin Seligman, author of over 20 books, including 'Authentic Happiness', "the central skill (to achieving authentic happiness) is to identify your signature strengths and virtues, and use them to belong to

and serve something that you believe is larger than you are."

That's what makes this topic ideal for industry conferences, tradeshow, sales meetings, networking events and executive strategy retreats.



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The Essential Message **Clarity Package**

According to a report published by the [CMO Council](#) in July 2004, messaging is an increasingly vital and strategic tool for marketers: as a source for brand equity, customer preference and competitive differentiation.

The report also found, however, that it's not enough to develop messaging simply as a marketing exercise – it's only when sales and marketing are aligned on messaging that the company outperforms the market in terms of revenue, market share and profitability.

The Clarity Package is a comprehensive suite of services that includes facilitation of executive strategy sessions, workshops with your salespeople, marketing team and front line staff, interviews with key customers and an analysis of the competitive landscape.






"The Essential Message approach enabled us to achieve something we've never been able to do — get the entire company to rally around a singular, powerful corporate positioning."

"We contacted Michel to help us work through a decision making logjam. With skill, sensitivity and ease he led our management team through a creative process that yanked the answer from our collective minds. We should have called Michel sooner."

Herein lies one of the key differentiators of the Essential Message. Our approach has been developed not only to assist companies in developing a core message that is more compelling to the target customer – but also to achieve that in a way that aligns the company's departments.

Bottom Line Deliverables:

The advantages of an 'Essential Message' initiative are:

-  Higher sales with lower marketing expenditures
-  Stronger brand for stronger competitive position
-  Greater cohesiveness of staff around company identity (this is especially important for the alignment of sales and marketing departments)

Client Profile:

Companies likely to be most interested in The Essential Message Clarity Package have more than 100 employees. If it is venture funded, it may have fewer employees but with aggressive growth targets.

In either case, the company is facing a sales/marketing challenge with increased competition and/or complexity of message.



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Signs that the company would benefit from this kind of initiative include:

- ☛ Sales and marketing material 'all over the place'
- ☛ Unexplained buyer resistance and/or increased competition
- ☛ Disagreement among executive team about company identity or key differentiators
- ☛ Bland/non-differentiating website or corporate brochure
- ☛ Salespeople are complaining about market resistance

Strategic deliverables:

- ☛ Identify top strengths and differentiating aspects of the business
- ☛ Identify needs, hot buttons and purchase triggers of target audience
- ☛ Complete a competitive analysis with 'messaging map'
- ☛ Develop a stronger positioning statement for the company or product as strategic tool for sales & marketing
- ☛ Develop the core company 'story' which can be used in key sales/marketing materials such as website, company brochure, etc.
- ☛ Write the boilerplate to be used in press releases and short version for directory listings
- ☛ Develop a powerful tagline for the company or product

What's more, this process gives you and your salespeople the tools to write and speak about your business in a way that's clear, conversational and confident.

"To be honest, we were skeptical that the Essential Message approach and specifically the Clarity Package would make that much of a difference... the truth is that we are now getting three



times the response from our direct mail, and the response from our emails has gone up by 500%! And what we appreciate just as

much is the fact that your team has helped us develop new and creative strategies to implement in our business. Thank you!"

Each Essential Message Clarity Package project is customized to the needs of each client. For more information about The Clarity Package or to gain a better understanding of the unique challenges your organization faces – and if/how you you might benefit from it, please call our office.



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eLearning Products

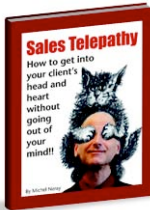
These eLearning products include eBooks, worksheets and tools that can be included in attendee conference kits or offered for sale to participants to extend the learning beyond

the event. We can also create a customized workshop or presentation based on any of these eProducts. More eLearning products can be seen at www.essentialmessage.com



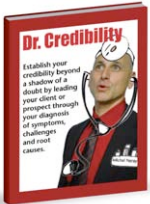
What Drives You Crazy Makes You Great, Virtual Workshop

This 2-CD set has the same content as the live workshop which participants rave about.



Sales Telepathy

Understanding your market is one of the most essential elements of sales or marketing conversation. This eBook gives readers a simple tool to help them quickly and accurately assess needs, challenges and hot buttons.



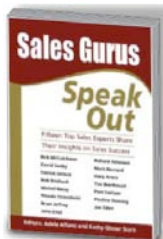
Dr. Credibility

This remarkable eLearning product shows readers how to establish their credibility beyond a shadow of a doubt by leading customers, and prospects through a diagnosis of symptoms, challenges and root causes – and then to the solution they offer.



You Name It!

'You Name it!' demystifies the naming process and offers some very helpful tips and techniques to everyone who has ever been faced with the challenge of coming up with a name. It's very, very useful, and fun to read too!



Everything Starts With A Conversation Chapter in 'Sales Gurus Speak Out'

Now published in three languages! This is a collaborative work of men and women professional speakers, trainers and coaches who are sales experts.

Time and again while listening to the Essential Message CD, I realized how I could apply this to my business. These techniques are subtle – yet tremendously powerful. Unless you already are already swamped customers who are clamoring all over themselves to do business with you – your organization can derive tremendous benefits from Michel's "Essential Message."



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