



## ***HIGH VOLTAGE BRANDING- CREATING A “BLUE OCEAN” STRATEGY***

In today’s highly competitive world of business, the strong will survive and the weak will perish.....which will you be? This program lead by one of the industry's leading business instructors, Mitche Graf, will teach you the secrets for how to create a "blue ocean" for your products and services and how to separate your brand from the rest of the pack.

The world is filled with "red oceans"....everyone competing for the same clients with the same products, same services, same everything.....and this high energy and humorous presentation will give you the tools necessary to win the sales and marketing war!

When the client can't differentiate between you and everyone else, it becomes a pricing war and you will always lose that battle. Mitche has been involved in sales and marketing for over 30 years and has ventured into many exciting industries, from selling lemonade at the age of 4 to the running of 4 companies today. He prides himself on knowing how to maximize each and every business he has been involved with, and has an advanced degree from the “School Of Hard Knocks”.

Through all of his experiences, he’s learned that the basic principles of life and success are the same regardless of who you are and what you do....**YOU MUST LOVE WHAT YOU DO WITH ALL YOUR HEART!** He firmly believes that life is meant to be lived, not endured, and that we each have the ability to make a difference in the world, by taking an ordinary everyday situation and turning it into a magical moment.

Don’t miss this opportunity to really shake up your perception of what a successful brand means and how to put yours at the top of the food chain. You will leave this motivational program with a clear path on how to create a blue ocean for your business.

### Learner Outcomes

- Understand that your “brand” is much more than a log on a piece of paper
- Understand that successful brands have several characteristics in common with each other
- Understand that the world is filled with dead brands that didn’t learn how to differentiate themselves, and therefore went away

### How will the content of this program be beneficial?

Having the skill sets to create “blue ocean” thinking is vital to the success of any business, and this program will dive head first into the secrets of branding excellence.

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For information on other programs that are available, please contact our office directly at [seminars@powermarketing101.com](mailto:seminars@powermarketing101.com) or call 888.544.4149.

Mitche is available for your convention as a keynote speaker, platform presenter, workshop leader or emcee.

