

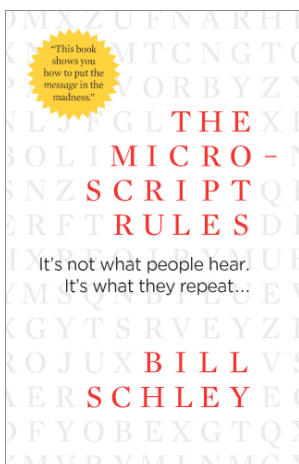


## BILL SCHLEY

Branding Expert, Speaker and Author of  
*The Micro-Script Rules* and *Why Johnny Can't Brand*

*"For the second year in a row, your speech was top rated for content, delivery and relevance. People were buzzing about "Micro-Scripts" all day afterward. For such senior marketing people, that was amazing. You helped get the OTC National Conference off to a legendary start!"*

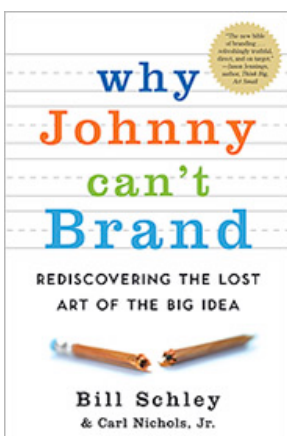
—Hellen Spanjer, COO, DTC and OTC National Conferences



Bill Schley, President and Chief Creative Officer of [BrandTeamSix](#), is an award winning marketer, author and speaker on branding and communications. He is known for creating the **Dominant Selling Idea** at some of the world's largest companies. Bill's first book, *Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea* (Penguin) won the award for "Top 5 Marketing Books of the Year" by *Strategy+Business* Magazine, leading to appearances on CNBC's *Street Signs*, TV News Network's *12 On the Money*, *CNN Money Online* and numerous syndicated radio programs.

Now available in paperback and Kindle.  
[Buy now Amazon.com](#)

**Exciting New Talk** – Now, Bill is speaking around the U.S. and abroad on his highly acclaimed new book, *The Micro-Script Rules: It's not what people hear. It's what they repeat...* His talk reveals what may be marketing's most important secret in the age of social networks, online media, Tivo and the changing landscape of traditional media.



Winner of *Strategy+Business* Magazine's "Top 5 Marketing Books"

A lively, informal and funny storyteller, Bill speaks to diverse groups of executives, sales people, entrepreneurs and business school students—people seeking insight from his unique, keep-it-simple communications perspective. In a world where just about anyone can "publish" messaging, Bill's talks re-frame the very fundamentals of breakthrough marketing in a way audiences can apply today!

Bill's engagements include: *DTC and OTC National Pharma conferences; World Brand Congress, Mumbai India; e-Marketing Association National Conference; Starbucks; AstraZeneca; Media 360 International, Bogota, Columbia; U. of Chicago MBA program; NJ PR & Advertising Assoc.;* and many more.

Bill tailors each talk to meet a group's specific goals or industry focus.

## Most Popular Topics include:

### **NEW! The Micro-Script Rules: How to differentiate your business in a sentence or less.**

The secret to breakthrough communications today is not what you say or even what people hear—**it's what they repeat!** And what they want to repeat are called *Micro-Scripts*—simple, penetrating “**story bites**” that allow anyone to re-tell your message, instantly and persuasively.

The Micro-Script Rules are the ultimate tool for viral, word of mouth marketing.

Audiences will discover:

- Why 5 words can beat 5,000
- Communicating the way the mind loves to work
- The ultimate “Rules of Thumb” for breakthrough messages
- Turning on The Word of Mouth machine
- Your brand's biggest advantage in a hyper-connected world.

### **Brand Up! With Your Dominant Selling Idea**

Brands used to be developed by strategists at “50,000 feet,” then trickle downward. No more! In today's hyper-connected world, great brands make sure it works *1 to1 first*, then build from the ground *up!* Find out why your *Dominant Selling Idea* is today's launching pad—and what makes succeeding 1 to 1 the secret to succeeding with millions. Audiences will learn:

- The “One Item of Carry-On” rule of branding
- How to Identify *Your* Dominant Selling Idea
- The Positioning Paradox
- Why 8 weeks is better than 8 months.

### **The Branding Secrets of #1 Sales People**

Perfect for igniting a sales force or getting ready for a new product launch, this talk includes big picture thinking to help sales people operate from a marketing mindset and practical strategies for producing results that close sales and generate revenue. Attendees will hear:

- The amazing 2 minute advantage
- One Big Rule (and 17 little ones)
- The 1% solution: the *real* margin you need to win in the real world
- Ask and Ye Shall Receive—and I don't mean closing
- Your 30 second “commercial” that does it all

To find out more or inquire about a speaking engagement, please contact him at:

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