



**DANNY SCHUMAN**

Speaking Topics

## Every Brand has a Story. How Will You Tell Yours?

Every person product or service is a brand that stands out based on the story it tells.

I'll work with you to develop your brand's story and bring it to the world, whether you're a company or a person.

We'll use the power of language to turn facts into a clear, compelling, and differentiated brand story that connects to people and turns them into your fans.

I'll ask good questions, untangle the data, distill information down to the essence of what's true, and bring the story to life through powerful content.

I do this in two steps:

- Develop the crucial strategic components

  - Mission/Vision

  - Brand Positioning

  - Brand Essence

  - Naming

- Create the Big Idea and whatever it takes to bring it to life

  - Video Production

  - Online marketing

  - Email Marketing

### Personal Branding

I help you bring out your best self and articulate it in written and spoken format. We'll create your own clear and differentiated brand with simple and convincing stories so you can get hired for your next big thing.

I work across all industries and specialize in working with people in marketing, entrepreneurship, and financial services. The output is anything from:

- One-line distillation of the person's brand to use as a headline on a resume or as a LinkedIn headline

- Catchy and memorable "tagline"

- Short paragraphs you can rehearse for use in interviews or casually bring up in conversations

- One-page "sell sheet"

- Presentation deck



## **Getting Unstuck: A New Methodology for Solving Problems and Creating Ideas**

There's a simple reason why ideas are the lifeblood of any successful organization: Ideas solve problems.

Which is great, because every ten or twenty years, a genius idea comes to you fully formed, sails through all hurdles untouched, and painlessly solves previously unsolvable problems. Idea created, problem solved, world saved. Then there's the other 99% of the time, known as reality.

In this unique, fun, and highly productive presentation and workshop, marketing expert Danny Schuman teaches and helps participants experience The Joy of Solving, an original framework that provides tools to help generate new ideas that solve complex business problems.

It's comprised of five distinct and differentiated problem-solving paths, each supplying different problem-solving techniques. It helps you get unstuck when you're struggling through a tough challenge. It forces you to rethink how you solve individually and as part of a team.

The Joy of Solving has been called the Myers-Briggs of problem solving because it helps people understand how they solve so they can solve better. But it's different in two important ways.

It doesn't put a label on you. Nobody is only one type of problem-solver; the beauty of the framework is that it allows you to employ different techniques depending on the context, because the context behind your problems is constantly changing.

And maybe more important, The Joy of Solving is outcomes-based. It's an action-oriented, practical tool that helps you unearth ideas and immediately create better solutions to complex professional problems.



## Writing Your Brand Strategy: A Creative Twist

Coming up with ideas is fun. It's a time to play and get a little crazy and tap into your creative side.

But to get to ideas that are also effective, you have to create the strategic box that you can then think out of. It starts with one simple and crucial step: a brand positioning to help establish and clear and differentiated place in the world for your product or service.

It's an incredibly simple and hugely important tool that helps you understand how to talk about your brand in a concise and compelling way. It's your value proposition, the heart of your pitch, and an invaluable tool to help you create marketing that's both smart and strategic and fun and engaging.

In this interactive presentation and workshop, marketing expert Danny Schuman will help you craft a rough draft of your brand positioning. He'll also cover other important components to a great brand strategy, including a Brand Essence, Brand Manifesto, Brand Video, and he'll get you started on creating a great tagline for your brand as well.



## **The Worst Business Model in the World: counterintuitive lessons to make personal and professional progress**

*The Worst Business Model in the World* isn't really a business model at all. It's a different way of doing business.

At the core of the #1 bestselling book and workshop are five strategies to help you find clarity and motivation to get unstuck and inspired.

From those five strategies come 24 counterintuitive insights, each with an actionable tool.

In this interactive presentation, I provide several of the most counterintuitive lessons from the book and simple exercises that go with them, to offer attendees new approaches to making personal and professional progress.

Originally created for entrepreneurs, *The Worst Business Model in the World: A New Kind of Guide for a New Kind of Entrepreneur* has become a #1 Amazon best-seller as it's reached a far broader audience. The lessons and tools in the book provide participants with new ways to think about getting work done in a world that's changing by the millisecond.

"We're in a special moment in history that finds every major category under pressure of reinvention. Danny's personal view articulated within the pages of *The Worst Business Model in the World* is a unique, engaging, and fun look at change."

--Charles Adler, Kickstarter Co-Founder

