



# WHAT YOU NEED TO KNOW Masterclasses

FEBRUARY 2023

## ***HOW TO FIND YOUR BIG SEXY IDEA™*** with Mark Levy (chatting with Owen Fitzpatrick)

### **Where this came from:**

25000 live pitches brought in over \$1 billion dollars in books  
Thinks of people's ideas as BOOKS

### **The Ice-Breaker**

Big Sexy Idea is alike a personal ice-breaker

Make it easy for your client to know what makes you different

### **How to Differentiate**

All brands are about an idea. find that idea and blow it up

We differentiate something AGAINST something else.  
(Attributes or Background or Idea)

What about you is DIFFERENT to others?

### **Exercise:**

- 1) If someone came to speak to you, what ASSUMPTIONS would they have about what you do or about the idea or problem?
- 2) What are all the ways that you are DIFFERENT from those assumptions and stereotypes?

3) Justify your difference with facts, figures, and stories.

Create a differentiation brag sheet that everyone in the company can consistently use

### **Mistakes Speakers Make**

Speakers make mistakes of not differentiating OR not finding all the gems in their bio (like how many industries they have worked in)

They also make the mistake of not sharing HOW they do what they do. So not just WHAT they do. They need to present their dominant form of PHILOSOPHY as to how they actually do what they need to do.

### **Big Question to Ask**

This next piece of advice is probably the most important piece... in 30 years when you look back... the one thing you will remember from Mark.... he asks himself the question: WHAT DO I KNOW THAT THE AUDIENCE DOESN'T? (or 80% of them don't)

Try to find something that JOLTS them

### **The Big Sexy Idea™**

The BIG SEXY IDEA™ is WHATEVER WOULD STOP PEOPLE IN THEIR TRACKS AND HAVE THEM SAY 'NO F\*\*\*\*\* WAY!'

It is needed sometimes because your idea is too new and sometimes because the way you talk about it doesn't make it sound new enough or sometimes, you're pitching it in the wrong way to the wrong audience.

It should AMPLIFY what you are doing or be EMBLEMATIC for what you do  
It should OVERWHELM THEM (Seth Godin) in a good way

### **In your ELEVATOR PITCH:**

- 1) Begin with a generic description of what you are
- 2) But I do that in a very unusual way

In your Bio, incorporate your Big Sexy Idea

## **You Know When Strategy**

Try the 'You know when how strategy'

YOU KNOW WHEN HOW YOU HAVE X PROBLEM... PAIN ETC  
AND THEN I FIX IT BY Y  
SO THAT THEY EXPERIENCE Z (opposite to the problem)

### **Mark's Email:**

levyinnovation@gmail.com

### **Mark's Website:**

levyinnovation.com