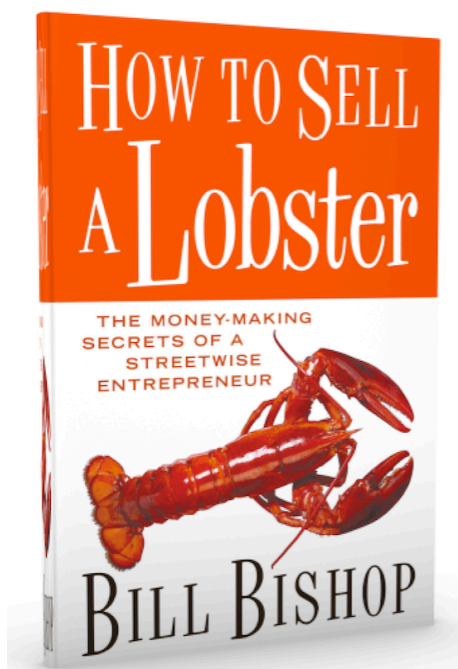
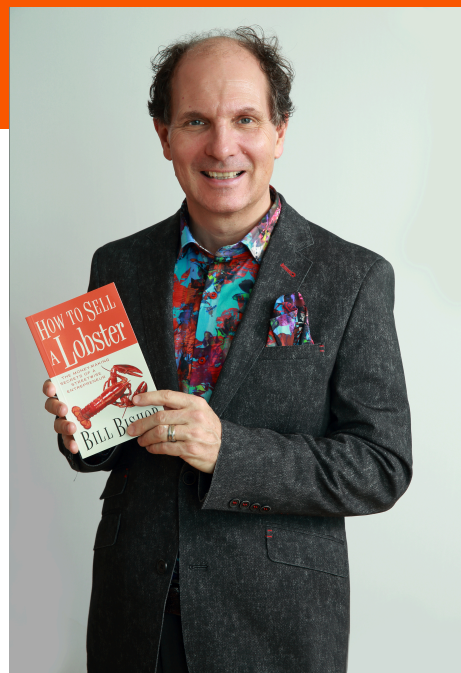


Bill Bishop's most popular presentation

HOW TO SELL A LOBSTER

"A unique, hilarious and insightful talk about how to sell more, a lot more"



HOW TO SELL A LOBSTER has been published in 26 countries and translated in 12 languages. More than one million have been sold.

Many years ago, Bill Bishop sold 1,400 lobsters and won a waiter contest hands-down.

The second place finisher sold 90 lobsters. Bill didn't tell anyone the secret behind this feat until the publication of his book *How To Sell A Lobster*, now sold in 25 countries and translated into 12 languages.

"It was a fun and eye-opening experience for me," Bishop says. "I learned you can sell a lot of lobsters—and anything else—by using advanced unconventional sales strategies that reflect human behaviour and psychology."

Inspired by his success in the lobster contest, Bill embarked on a thirty-year mission to unearth other psychological techniques—closely guarded by successful salespeople for thousands of years—and share them with others.

In this presentation, Bill explains seven of these advanced lobster-lobster-selling secrets, so you can get started right away selling more of your lobsters. He also explain in detail exactly how he sold 1,400 lobsters.

My husband and I really enjoyed your presentation. So much excellent advice in such a complete package! We are impressed! But we must know: "Who is Marketing Mike? Please reveal the mystery! Thanks for improving our business!

Jamie and Kelly

My name is Taseo. I am a third year BBA student. I have just finished reading your book *How To Sell A Lobster* and I can honestly say I learned more about marketing than in my recent 5 month marketing course. The material was simple to digest which was a real treat for me since it is a big change from overly wordy and flat out boring marketing text books. I just wanted to thank you for writing this book and allowing me to share the experience you've gained in the marketing world.

Taseo

Thank you for your presentation *How To Sell A Lobster*. It was fascinating. Most of the challenges that were described in your presentation are exactly the challenges that we are facing as a small company trying to "get off the ground". I am very interested in exploring in more detail how those marketing strategies could be applied to our business.

Karl

Really enjoyed your presentation. I am applying some of your ideas to my business. I'll bite, who is Marketing Mike?

Mike

Found that your presentation *How To Sell A Lobster* was spell binding. One question though: Who is Marketing Mike? We will be trying The Three Boxes in our business presentation. Thank You

Brian & Diana

I have rewatched your presentation many times. There is so much information that I can use in my business. Thanks very much for a great presentation. Now to the question! Who is Marketing Mike? I am very curious. Thanks.

Chris

I gave *How To Sell A Lobster* to my brother-in-law who owns a small bakery. At first he told me he would never read it (he's not a "reader"). I gave it to him anyway. He started reading it . . . called me up and couldn't stop raving about how good the book was (gee . . . what a surprise!). He then wanted to find out where he could get more of these books. He wanted to give one to his manager and a few more copies for his business partners. He feels every business owner should read *How To Sell A Lobster*!

Pat

I just saw your presentation *How To Sell A Lobster*, and as a partner in a small consulting firm, I found it enjoyable and insightful. I am hopeful that we can apply some of the learning, as we relate to so many of the examples described. I wanted to take a minute and thank you for sharing the experience.

Khan

Well, Mr. Bishop you've peaked my curiosity. I have just finished *How To Sell A Lobster* and must know, who is Marketing Mike? Besides having a wealth of knowledge and insight into human nature, he must also be one of great generosity to have shared his wisdom so willingly with you. My curiosity is peaked....please tell me who is Marketing Mike?

Poseann

Help your audience sell more lobsters. Book Bill today!

Call 416.571.8520 or email bill@bishopbigideas.com

Visit BishopBigIdeas.com





Bill Bishop is the founder and CEO of **The BIG Idea Company**, an innovation and communications firm based in Toronto. He is also founder of **The New Economy Network**, with chapters in Toronto, Edmonton, Hamilton, Vancouver, and Richmond, VA. He is also the creator of **The 10% Club**, the monetization referral network.

During the past 30 years, 5,000-plus companies have graduated from **The BIG Idea Adventure™**, a step-by-step coaching program Bill created to help companies develop, package, and communicate BIG Ideas.

Bill is also the author of nine books including **How To Sell A Lobster**, **The Problem With Penguins**, **Beyond Basketballs**, and **Global Marketing For The Digital Age**. He was also the author of **Strategic Marketing For The Digital Age**, the first book published in the world about digital marketing.

He recently published **The New Factory Thinker: Re-Wiring Our Minds For Success In A Disrupted Marketplace**, and **Return Of The Lobster**, a sequel to his lobster book. His latest book, to be published early 2021, is **Dancing With Robots: The 28 Rules For Success In The New Economy**.

He was also the author of **Strategic Marketing For The Digital Age** (HarperCollins 1996) and **Global Marketing For The Digital Age** (HarperCollins 1998), the first books ever published about digital and internet marketing. The books forecast the rise of digital technologies such as social media, apps, and smart phones, and predicted the emergence of issues such as online privacy, online piracy, and the collapse of the dot.com bubble in 1999.

Bill has given speeches to hundreds of organizations including The MIT Entrepreneur Program, MacKay CEO Forums, TEC, Entrepreneur's Organization (EO), Advocis, The Knowledge Bureau, MDRT, NAIFA, NAPFA, Independent Financial Brokers, Workcomp Advisors, Pro-Seminars, BNI, The Ivey School of Business, The Schulich School of Business, and Queen's University Executive MBA Program.

Learn more about Bill Bishop at **BishopBigIdeas.com**.