



# We're LeapZone

A wickedly talented branding + marketing + coaching agency born to help people, businesses + brands live up to their full potential.

LeapZone   
STRATEGIES™



# Who we are & what we do

We're a branding + marketing + coaching agency and we're dedicated to helping heart-centered entrepreneurs and business leaders position their brands as The First, The Best or The Only.

Being and staying the #1 choice in the eyes of their ideal clients is key to hearing: I would be a fool to do business with anyone else but you; regardless of price.

As brand and business growth catalysts, we help with the outcomes they want to achieve, while also more effectively helping them overcome the challenges, blocks, and team dynamics in their way to getting there.



# We unlock greatness

We're obsessed with simplicity, beauty, and effectiveness, and are passionate about making the "intangible" tangible.



# We're born to help the bold & the passionate

We work with entrepreneurs and business leaders who are obsessed with building businesses and brand experiences designed to make life better and thrive on delivering their "genius" in a simple, impactful, and differentiating way.



# The problems we solve

We excel at transforming businesses by providing crystal-clear brand positioning, strategic brand and team alignment, and innovative growth strategies.

We eliminate confusion (*internally with your team and externally with your clients and prospects*), streamline operations, energize your customer experience, and elevate your brand impact, ensuring your business thrives in any economy.

This is all a byproduct of *our Trifecta Process*.



# Building a business takes far more than a good idea

In today's fast-paced and saturated market, building a strong business requires more than just a good product or service. It's about creating a robust foundation that can withstand the challenges and seize the opportunities of a dynamic economy.

This foundation is built on the LeapZone Trifecta pillars: **POSITIONING, PERSONALITY & PERFORMANCE** and the 8 key areas for growth.

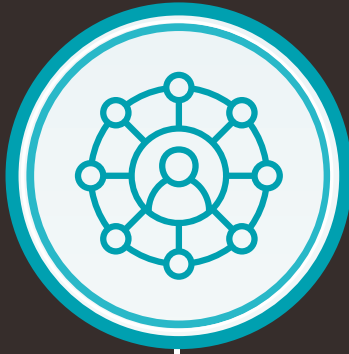
Whether you are a solopreneur or the leader of a 500 million dollar company, these key elements each play a crucial role in shaping a business that's not only successful, but also sustainable and adaptable. How you position your brand in the market, how you nurture brand advocates and how you foster innovation, matters. Together, these elements form a comprehensive strategy for business growth and resilience to implement over time.

Partnering with LeapZone opens a world of strategic and tactical transformation designed to help you make life better.



*See LeapZone Trifecta Graphic next page*

# The LeapZone Trifecta



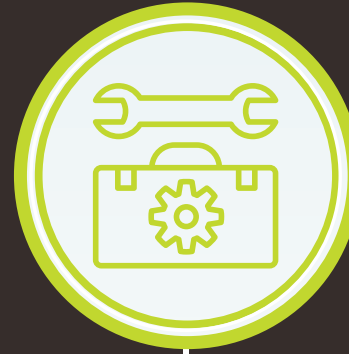
01

**POSITIONING**



02

**PERSONALITY**




03

**PERFORMANCE**

  
Brand & Culture

  
Vision & Strategy

  
Efficiency & Organization

  
Technology

  
Money & KPIs

  
Time Management

  
Mindset & Inner Game

  
Sales & Marketing

LEAPZONE TRIFECTA PILLARS

KEY GROWTH AREAS

BE THE FIRST

THE BEST

or THE ONLY

FIRST, LET'S  
TALK ABOUT:

*Positioning*

Positioning is as important to the health of a business as a heartbeat is to the human body. And this is true whether you're a solopreneur, a biz owner with a small team, or at the head of a Fortune 500 company.

Without strong brand positioning, the only option you have is to compete on price — and that's a guaranteed race to the bottom no matter what's happening in the economy.

**Before FedEx** — there was no overnight delivery.

**Jake Burton** basically created the sport of snowboarding.

**Before Domino's** — there was no market for home-delivered pizza.

**Before Apple** — a cell phone was something you made calls on.

**PayPal** created the online payment category.

**WOW One Day Painting** paints your house in 24 hours.

Positioning is to help you uncover what makes you the first, the best or the only and how to most effectively communicate your competitive edge so your ideal clients say: 'Where have you been all my life?'





BE THE FIRST

THE BEST

or THE ONLY

## THE NEXT KEY PILLAR:

*Personality*

Think of personality like giving your brand a pulse, a vibe, a voice that makes it more than just a logo or a name. It's about giving your brand a character, a soul – kinda like the spirit of your brand. Get it right, and you create something special – a brand that sticks in people's minds, a brand they love and keep coming back to. In the bustling world of commerce today, it's not just about what you sell; it's about who you are, and that's what makes all the difference.

- Is the personality of your business and brand saying what you want it to say?
- Does it allow you to be known for what you want to be known for?
- Is it expressing your unique value in a way that creates envy?

Personality is the key element that allows you to set the tone for who you are and how you want to operate. When you articulate your business personality clearly – you will find your potential clients feel safe, secure and willing to invest with you; regardless of price!



BE THE FIRST

THE BEST

or THE ONLY

## THE THIRD KEY PILLAR:

Performance

Performance in business is like the engine in your ride. It's all about how well you're hitting your targets and making things happen. It ain't just about having a flashy exterior; it's what's under the hood that counts – the efficiency, the power, the ability to get from A to B in style....and...effectively.

Think about it. Your business is here to do a few key things: serve your customers like a pro, make a splash in the world, give you the freedom to live your life on your terms, and yeah, make the cash register ring. These are your ride's four wheels – Service, Impact, Freedom, Income. Miss one, and you're trying to cruise down the highway with a flat tire.

The key is to consistently think strategically and invest time, money and energy towards building a business that operates like a well-oiled machine. A business that is setup to WIN rather than not to LOSE by leveraging talent, technology and automation, because when you systematize the predictable to maximize the exceptional: everyone wins.





Play Me!

# Our Services



## Brand Positioning

We uncover what makes you The First, The Best, or The Only, helping you build an outstanding customer experience and a strong, unique brand designed to attract your ideal clients and talent in any economy.



## Growth Coaching

Our LeapZone Trifecta Process™ focuses on Positioning, Personality, and Performance to create clarity, drive pivotal shifts, and build momentum for accelerated business growth.



## Visual Branding

We elevate your brand identity with consistent, impactful visuals from logos to websites, ensuring your visual brand effectively communicates the value you bring to the table.



## Strategic Retreats

Elevate your business and brand with our transformative retreats held either at Trailblazers — our magical equestrian estate on Vancouver Island — in your neck of the woods or through powerful virtual experiences.



## Equine-Guided Breakthroughs

Harness the wisdom of horses to enhance team dynamics, personal growth and leadership authenticity, by overcoming obstacles to create alignment, fulfillment and impact.



## X-Factor

Uncover and leverage your unique money-making edge, the secret weapon that sets you apart and puts you at the forefront, transforming your brand from playing the game to changing it.

CLARITY  
PIVOTAL SHIFTS  
MOMENTUM

*is our promise and we deliver that and more,  
come rain or shine.*



A close-up, high-contrast photograph of a horse's face, showing its eye and mane. The image is dark and moody, with a white diagonal line separating it from the text area on the right.

# What sets us apart

We stand out by offering a holistic approach to business growth that combines strategic branding, leadership development, and personal growth. Our unique LeapZone Trifecta Process™ integrates these aspects to ensure businesses not only thrive, but also lead their industries.

We are renowned for our immersive Trailblazers Retreats, held on a magical 5-acre equestrian property on Vancouver Island, which provide an unparalleled environment for transformative growth. Our innovative Equine-Guided Breakthroughs leverage the wisdom of horses to enhance team alignment, leadership and authenticity, creating profound personal and professional development.

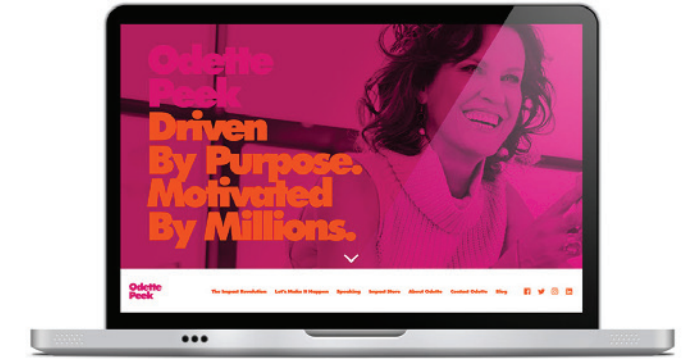
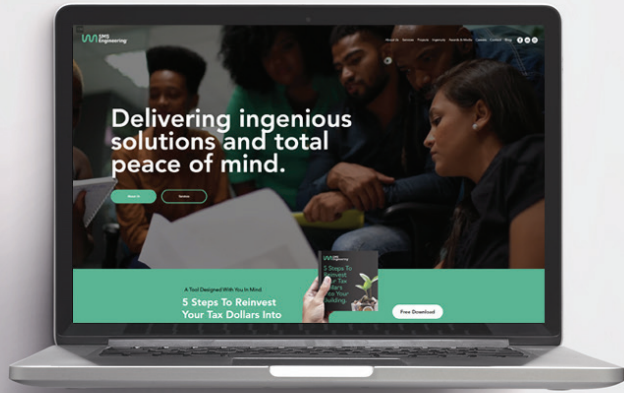


*Explore our Trailblazers Retreats*



# Some of the brands we've impacted







# Real Results



**1**

## **Exponential Growth**

Our clients have experienced significant business growth, with some doubling their business within a year as a result of our strategic branding and business growth services.

**2**

## **Brand Positioning & Differentiation Clarity**

In just a few days, clients achieved the brand positioning clarity they've long sought, resulting in heightened brand awareness and boosted sales.

**3**

## **Team Engagement and Excitement**

Our services have resulted in more engaged and excited teams, which in turn has contributed to better overall business performance and morale.

**4**

## **Improved Leadership and Strategic Planning**

Clients have become more confident, strategic leaders, implementing daily habits and systems that foster continuous growth and keep their brands positioned as industry leaders.

**5**

## **Significant Increase In Brand Awareness**

Clients have seen their brand awareness shoot through the roof, bringing a constant flow of ideal opportunities and establishing them as leaders in their respective industries.

**6**

## **Effective Time Management and Implementation**

Clients have learned and implemented more in a few months than in previous years, leveraging their team's time and genius more effectively and creating new systems that drive daily results.



“

*The difference between the right positioning and the almost right positioning is the difference between lightning and a lightning bug.*

*~ Our twist on Mark Twain's Quote*

**AND LEAPZONE IS DEDICATED  
TO CREATING LIGHTNING.**

*A huge advantage for you and your brand.*





# Client Love

“

*Through our coaching and team training from LeapZone, we've gained the brand positioning clarity we'd been searching for a decade and as a result, our business is exponentially growing, our team is more excited, engaged and productive than ever and our brand awareness has shot through the roof. Working with LeapZone has been and remains a game-changer for us and we are very grateful.*

*~ Chris Hewitt, President of SMS Engineering*

“

*Clarity, Pivotal Shifts & Momentum is LeapZone's promise and they deliver that and so much more.*

*~ Todd Burns, CEO of Cypher Environmental*

“

*Your level of creativity and strategic thinking is truly exceptional. You are solid gold, money in the bank for me and my team and that is simply priceless. I am so grateful to have found you. Our business would not be the same without LeapZone.*

*~ Paul Reilly, President of Central City Mall*

“

*I made my investment back 10-fold within the first few months!!!* *~ Colin Campbell*

“

*My LeapZone Team has helped me overcome the biggest fears and struggles I had in my business. I have way more confidence, have doubled my business in a year and best of all, I have new strategies, systems and habits that keep me growing. LeapZone truly rocks!*

*~ Anthony Madani, CEO of UpMedia*

“

*Working with LeapZone is a game-changer! I have learned and implemented more in 6 months than in the previous 6 years! My team and I now have inspiring daily habits designed to leverage our time and keep us at our best AND we now have a clear lead generation process that is bringing a constant flow of ideal clients. I am sooo grateful to Luciano, Margarita, Isabelle and the Trailblazers Herd for their brilliance. My team and I are forever changed!*

*~ Deidre Tansay, CEO of Ampersand*

“

*Working with LeapZone has been and continues to be PIVOTAL for me as the leader of my company and in becoming the leader in my industry. LeapZone is my secret weapon to continually elevate my team and amplify our impact, our brand influence and our overall success. I am so grateful to have LeapZone in my corner.*

*~ Marie-Andree, CEO of Cameleon HR*

**For more results and client testimonials, visit our [website](#).**



# Meet the three Musketters

# ISABELLE MERCIER-TURCOTTE

*Brand Strategist & Business Growth Catalyst (a.k.a Jet Fuel)*

As a brand builder, business performance catalyst, and one of the best selling authors of the business and marketing book entitled, *The Next Big Thing: Top Trends From Today's Leading Experts to Help You Dominate the New Economy*; my sole purpose is to empower change and growth. "Momentum Generator" is my middle name and I have a relentless passion for helping entrepreneurs and small business owners raise the bar and expand their comfort zone to create outstanding brand experiences.

I believe one of my biggest strengths is my no BS approach and ability to tell it like it is. I have the "Simon Cowell" edge and am not afraid to tell people what to do and how to do it. I am also an inspirational speaker, a captivating storyteller, and have an unquenchable enthusiasm for life. My TEDx Talk "The Power Of Zero Tolerance" has empowered over 3.9 Million people to date. I focus on being consistently leading-edge in facilitating change, and my undeniable track record and authentic connection with people, have provided me with worldwide influence and recognition.

I co-founded my first business venture a few years out of my teens, which quickly escalated to become one of Canada's most awarded branding and creative firms; from prestigious international design awards to national entrepreneur of the year.





## MARGARITA ROMANO

*Visionary & Equine Guided Strategist (a.k.a Detail Nut)*

I am a “super freak” processor helping passionate entrepreneurs connect the dots to lead spectacular lives driven by heart and soul. Guided by my intuitive equine partners, I am a certified equine facilitated coach, visionary strategist, processor, business owner, systems engineer, creative writer, fanatical problem-solver, and best selling author. My 20+ years of experience working closely with people and getting to understand how they think and function through brand development, management, systems creation and implementation, along with my passion for life, make me determined to help entrepreneurs, business leaders and their teams succeed. As true pioneers in branding, Isabelle and I, along with our rockstar team, continuously re-establish the way people do business.

Throughout our careers, we have had the opportunity to help hundreds of small business owners, as well as some influential brands such as A&W, Robeez Footwear, Earls Restaurants, IMAX Corporation, and HSBC Investments. We were instrumental in helping raise their business standards and redefine their industries through outstanding business strategies and forward-thinking communication tools.

With well over two decades of hands-on experience in branding and business growth, as well as extensive learnings from traveling the globe, we are determined more than ever to help entrepreneurs all over the world, catapult their way to massive success.

# LUCIANO DIMARINO

*Master Coach & Implementer (a.k.a Life Addict)*

I am ALL about creating great lives, brands and businesses while enjoying the journey! Great ideas are just that... great ideas. And great ideas are worthless without implementation. I love to help entrepreneurs and high achievers innovate and implement smart, inspiring strategies that lead to creating amazing businesses and lives.

My career started in financial services empowering families to utilize sound financial strategies to get out of debt and retire sooner and wealthier. After 11 years in the industry, I joined a coaching organization and became a coach to the top financial advisors on Wall Street and across North America, helping them double their incomes while working less and enjoying life more in just 90 days. I helped grow that organization from \$250,000 to over \$20M in yearly sales. Later, I joined another team that assisted Lululemon to take their business from a handful of stores to over a billion dollars in six years.

My greatest strength is that I understand people at all levels, from top fortune 500 executives, to owners of large and small businesses, right down to employees in front-line positions. I understand that running a great business requires the courage to own and elevate the good, the bad and the ugly in one's self and in one's life. My 20+ years experience and my laser ability to get to the core of what truly matters make me a true agent for growth, and that to me is worth living for every day.





# Building a thriving business & brand requires:

Guts, Clarity, Strategy, Alignment,  
Consistency, an Extraordinary Promise  
Delivery System — oh yes, and brand  
positioning and habits that are working for  
you, not against you.







“

*Our sole purpose is to empower people, businesses & brands to live up to their full potential.*

# In Conclusion

Embarking on a brand, business and team elevation journey with LeapZone is transformative, offering more than just expert guidance; it's a partnership for profound business and personal growth. We become your strategic ally, providing invaluable insights and perspectives, enabling you to work on your business with a broader vision. We help you navigate challenges, breaking them into manageable steps and fostering a resilient, growth-oriented mindset.

This journey isn't just about overcoming immediate obstacles; it's about developing lifelong skills for future challenges. Our process will help you align your personal values with business goals, ensuring a fulfilling path to success and each step with us is a stride towards a thriving business, where challenges become growth opportunities and dreams become a reality.

*Because at LeapZone, we don't just advise; we transform.  
Period.*





# Are you ready to elevate your outcomes?

## Step 1

We invite you to fill out our needs assessment. This valuable process will help you clarify your needs and areas of improvement, allowing us to learn more about you, your business, and your brand.

## Step 2

Once we receive your assessment, we'll connect to schedule a clarity call to explore your needs and discuss how the LeapZone Elevation Journey can best support you.

The sooner we begin, the faster you'll create tangible results.

*Needs Assessment:*

[www.LeapZoneStrategies.com/rise](http://www.LeapZoneStrategies.com/rise)



“

*Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.*

*~ Pablo Picasso*





REGULAR  
PEOPLE  
CREATING  
OUTSTANDING  
EXPERIENCES  
LEAD TO  
SPECTACULAR  
RESULTS.