

# **Dr. MARK MOOREHOUSE INTRODUCTION AND CLOSE**

**If you have any questions about this introduction feel  
free to call Leigh Farnell directly on 0412 945 402.**

## **MARK MOOREHOUSE INTRODUCTION AND CLOSE**

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**START MC: Intro Mark Moorehouse  
INTRODUCTION TO DR MARK MOOREHOUSE –  
please read directly as follows to maximise set up ..**

Firstly, an apology. There is a slight change to our printed programme. By mutual agreement our listed speaker, Leigh Farnell, will be speaking a little later in the day. The reason, to ensure our organisation and business partners are ready to truly accelerate growth and **DOUBLE THEIR BUSINESSES**, we have been fortunate to secure the services of the worlds leading authorities on Marketing and Service to speak to you today.

We have flown in from the USA a person USA Today has called ‘a genius in selling in the 21<sup>st</sup> century.’ The Wall Street Journal wrote him as ‘one of Americas gurus in guerrilla marketing.’ Marketing USA described him as ‘The Show Man of Show Selling.’

Dr Mark Moorehouse has a PhD in Marketing and Business from Harvard, a Masters Degree in Human Psychology from University of Minnesota and an Engineering Degree from the University of Washington. He is a visiting Professor on marketing and strategic promotions at the London Business School.

His books ‘Exhibit Yourself - There’s Money In Showing It Off.’ ‘If You’ve Got It Flaunt It’ and ‘Exhibitionism is Good for Business’ have been best sellers in the American Business Books List for the past 5 years.

He worked with Microsoft on the record breaking launch of their Windows 95 campaign, Honda on their Motor Shows throughout the World, Intel and IBM on their record breaking sales success with the I-Mac display at the recent Comdex in Las Vegas, the worlds largest computer exhibition.

We have flown him out (he arrived just last night) direct from a business meeting he was having in Monte Carlo with the European management of Nike to be with you.

His topic... Marketing and Service to **DOUBLE YOUR BUSINESS** in the New Millennium..

Please welcome Dr Mark Moorehouse.

## **Moorehouse speaks ... finishes and walks off stage..**

MC: discloses 'this is not Moorehouse... Its Leigh Farnell.'

## **PLEASE READ HOW TO DISCLOSE, REVEAL AND WELCOME BACK LEIGH FARNELL**

As you've probably guessed by now.. that wasn't Professor Mark Moorehouse, Marketing Guru from the USA.... It was really Leigh Farnell, Innovation and Growth Guru from Australia.

Over the past 15 years Leigh has consulted and worked with over 300 companies in 50 different industries including AMP, BHP, Telstra, Catapillar, TAFE, Mobitel Sri Lanka, BankWest, Deutsche Bank and hundreds of others..

His methods, tools and ideas have helped his clients make hundreds of millions of dollars in additional revenue and profit.

Just last year one of his clients told him as a direct result of his R Factor and Accelerated Business strategies they grew from a \$9 million to \$40 million business in under 4 years.

As you can tell, Leigh believes that Innovation and Fun are the real secrets to Explosive Growth.

If you're serious about Exploding the Growth in your business I do commend you take the order form and get his programmes to discover and share his secrets with your staff...

So to sum up and answer your questions let's welcome back Leigh Farnell...

*Leigh sums up and answers questions then closes..*

MC: Thanks

Session Finishes