

LEE SILBER PRESENTS

# THE POWER OF MUSIC

Borrowing From Bands to Create a Enduring Brand, a Motivating Message, and Raving Fans



1

**Building a Brand and Creating a Loyal Fan Base.** Be the best, be memorable, be different. Giving people what they want—and more. Connecting on a deeper level.

BRANDING / CUSTOMER SERVICE

*Lee is a working musician who incorporates live music in his presentations to put on a real show.*



2

**Messaging, Mindset and Motivation.** Using music to bond, inspire, pump up, rally around, and improve the mood. Music as messaging that connects with a hook and sticks.

MOTIVATING / MESSAGING

3

**Culture, Collaboration, and Teamwork.** Lessons learned from bands that endured. Borrowing ideas from the concert experience. Looking at how music is made and applying the process.

CREATIVITY / TEAMWORK / WOW!

4

**Using Music In Our Everyday Lives.** Relax, concentrate, distract, and deal with distress. Heal, feel, connect, create, and bring back memories. Ways to use playlists.

FEEL BETTER AND DO MORE

**Lee Silber** is the founder of five companies, the author of 25 books (Including the popular "Creative Person" series from Random House) and has over 30 years of experience as a professional speaker and trainer.

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