

Shawna

SUCKOW

(pronounced SOO-coe)

INTRODUCTION

Let's begin with some questions.

1. Are you frustrated with marketing that just doesn't seem to be as effective in today's noisy online world?
2. Do you wish that prospects who Google your category would immediately trust you the most?
3. Are you looking for ways to compete without lowering your prices?

Our speaker today is Shawna Suckow (SOO-coe), a globally recognized expert in consumer behavior who studies how buyers actually make decisions – and how small businesses can stand out and build trust quickly in crowded markets.

She holds the CSP designation – the highest earned credential in professional speaking – and has presented in 18 countries across five continents. Her recently released 7th book is called *Small is Your Superpower: How Small Businesses (Finally!) Can Outsmart Big Brands at Marketing*.

Three memorable things about Shawna:

1. Her first car was a bright orange Volkswagen Beetle that caught on fire on her way to school.
2. She used to live in a 120-year old house that was very, very haunted.
3. She played in the World Series of Poker Main Event. Needless to say...she did NOT win.

Please join me in welcoming Shawna SOO-coe.