

Signature Keynote, based on Shawna's New Book
SMALL IS YOUR SUPERPOWER!

Why Big Brand Marketing is Failing & How Any Size Business Can Start Winning Today

45 minutes to full-day workshop

The way people buy, trust, and engage has changed faster in the past five years than in the last fifty, creating an amazing era for small businesses. Most big brands are still working outdated marketing plans - blasting polished messages through megaphones while consumers tune out. Meanwhile, small and scrappy organizations are getting more attention and winning loyalty by doing something revolutionary: **OUT-HUMANING THE COMPETITION.**

In this insight-packed keynote, Shawna unpacks the rise of the underdog in a trust-crisis era. She'll reveal why today's consumer is more skeptical, more distracted, and more craving of authenticity than ever before - and how small businesses can leverage this unprecedented edge.

Backed by behavioral data and real buyer psychology trends, this program is a marketing reset button for anyone ready to compete differently and win.



BOOK THIS SESSION

YOUR AUDIENCE WILL LEAVE WITH:

- ✓ Strategies to stand out in a marketplace overloaded with noise.
- ✓ Tools to build trust with customers who've "seen it all."
- ✓ Ways to become unforgettable without being obnoxious.
- ✓ An introduction to Shawna's **Customer Brandships™ Framework** for creating lasting loyalty through personality, presence, and permission to be real.



THIS IS PERFECT FOR:

- ✓ Small business and entrepreneur conferences.
- ✓ Association events and cooperative networks.
- ✓ Marketing and customer experience tracks.
- ✓ Audiences who are stretched thin, burned out, or stuck and need fresh strategies.