

SIGNATURE KEYNOTE

# Clear. Real. Repeatable.

## *How Great Franchise Brands Scale Authentic Connection*

LIVE TV TAUGHT CRAIG HOW PEOPLE BUY. \$1B+ IN SALES PROVED IT.

Anyone can grab attention for a second. But turning a stranger into a customer — and a customer into an advocate — takes something AI can't generate: a story that feels true. Craig spent 15+ years closing on live television, in real time, no second takes. Now he teaches your team the same system.

- 1 **A framework your team will actually use** — not another talk that fades by Tuesday
- 2 **The psychology of trust** — why customers buy the story before they buy the product
- 3 **Real differentiation in the AI era** — what no model can manufacture for your brand



**4,500+** LIVE TELEVISION APPEARANCES  
QVC · HSN · CBS · NBC · ABC

Brands who  
trust Craig



Google



QVC



SAMSUNG



## 01

### A Storytelling System That Sells

The exact framework Craig uses to generate millions in on-air sales — adapted for your team's pitches, messaging, and brand conversations.

## 02

### The Authenticity Advantage

In a world drowning in AI content, the brands and people who win are the ones who connect like humans. Learn to be unmistakably real.

## 03

### IMMEDIATE IMPACT

Not theory — specific messaging shifts your audience can implement immediately. Craig's talks leave people with a to-do list, not just a feeling.

"True Connection beats the algorithm. Every time."

**BOOK CRAIG SMITH**

## MEET CRAIG

Craig Smith spent **15 years** in live television not as a host reading a script, but as the person brands trusted to close real money, in real time, on camera — with no second takes.

He made **4,500+ live appearances** on QVC, HSN, CBS Saturday Morning, and more, pitching for Google, HP, Samsung, and Apple.

His job isn't simply to sell. It's to **build trust, create connection, and drive action**—in real time. In an age of AI-generated noise, the franchise brands that win are the ones that create authentic human connection at every location. Craig gives franchise leaders and franchisees a **clear, real, and repeatable** framework to make that happen consistently and at scale.

**4,500+**

LIVE TV APPEARANCES

**15+ YRS**

ON-AIR EXPERIENCE

**F500**

CLIENTS TRUST HIS SYSTEM

**3 FORMATS**

KEYNOTE · BREAKOUT · WORKSHOP

## WHAT CLIENTS SAY

*"Craig's insights completely shifted the way I approach my webinars, helping me refine my storytelling to better connect with my audience."*

TRUNG CAO NGUYEN · DIGITAL MARKETING CONSULTANT,  
WSI WORLD

*"I felt truly empowered by Craig's presentation and workshop. It was infectious and thought-provoking."*

MATTHEW DOBBINS · VP BUSINESS DEVELOPMENT, METRO  
PHYSICAL & AQUATIC THERAPY

*"Craig's speech was the best — lots of actions I took immediately for my business."*

STEVE CURRY · FOUNDER & CEO, MUSTARDSEED



## PROGRAMS

THE STORY BEHIND THE SYSTEM. HOW GREAT BRANDS BUILD COMMUNITY.

KEYNOTE · BREAKOUT · 45-90MIN

Why do some brands create loyalty no competitor can replicate?

Craig unpacks the communication and storytelling mechanics behind the world's most trusted brands.

CONNECTION THAT DRIVES RESULTS SALES PERFORMANCE WORKSHOP

WORKSHOP · HALF OR FULL DAY

Craig's live TV sales framework applied directly to your team's real scenarios. Participants leave with rewritten messaging, a personal story structure, and the confidence to use both.

## WHO BOOKS CRAIG

- **Sales teams** who need to connect, not just pitch
- **Franchise brands** building consistent community across locations
- **Marketing teams** seeking real differentiation in the AI era
- **Entrepreneurs** who need their story to do the heavy lifting
- **Conference organizers** who want takeaways, not just applause