



**SATURDAY, APRIL 13**

## **Welcome to Craft Content Nashville 2019!**

The idea of “connect” is multifaceted as it is such an integral part to what we do as a digital content community.

Whether it's **CONNECTING** with new friends and colleagues, **RECONNECTING** with old passions or ideas, or maybe even time to **DISCONNECT** to refresh your mind and motivation, we all need to connect in some way or another in 2019.

We as a content community want nothing more than to create opportunities to connect with other content creators, and we are excited to continue to provide those opportunities with **#CCNConnect**.

We encourage you to make yourself at home today. Reconnect with old friends. Meet someone new. Challenge yourself ... and set aside some time for reflection. This is our event. Let's create an amazing day.

- The CCN19 Crew



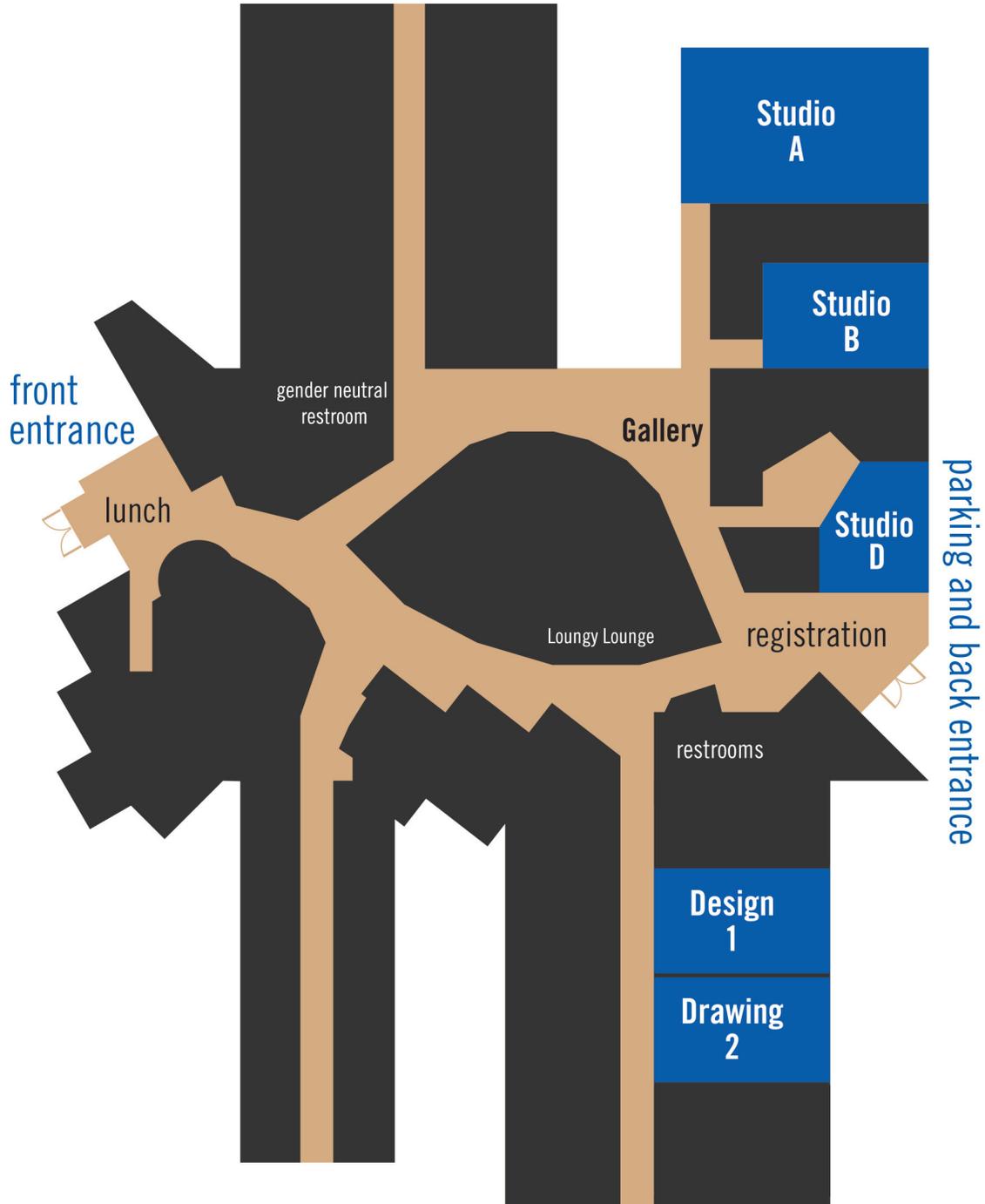


# THANKS TO OUR 2019 SPONSORS





# Nossi College of Art



Time	Design 1	Drawing 2	Studio D	Studio B	Studio A
9:00 a.m.	<b>Announcements &amp; Keynote (Gallery):</b> The Master Communicator's Secret Weapon <b>Dave Delaney</b>				
10:00 a.m.	<b>Kim Higdon</b> Connecting Data, Users, & Bots Together	<b>Allison Avalon</b> Take Time to Make Your Soul Happy	<b>Luke Benfield</b> Making Content Sticky	<b>Samantha &amp; Angus Nelson</b> How to Connect With Brands and Monetize Your Platform	
10:40 a.m.	<b>Deondra A. Moore</b> Connecting 2 Creatives	<b>Jason Zasky</b> 9 Ways to Improve Your Existing Content (That Readers & Google Will Love)	<b>Tiffany Whitmore</b> Brand Strategy Deconstructed		<b>Hope Buckner, Colleen Phelps, Sandy DeWald, Kaneesha Martin</b> Panel: SHEConnects: Women in Podcasting
11:20 a.m.	<b>James Soto</b> Content in the Machine - AI, Machine Learning, or Human?	<b>Anthony Luciani</b> Basic Audio Tools for Podcasting	<b>Shana Berkeley</b> Presentation, Posture, & Pants: The Trifecta of a Perfect Pitch	<b>Laura Young</b> Connect the Dots: Brainstorming Your Way to Writing Your Book	
11:50 a.m.	<b>Lunch &amp; Special Panel (12:00-12:35):</b> Connecting to Nashville's Creative Entrepreneurship Community: <b>Clark Buckner, Cortney Edmondson, Brynn Plummer</b> (Studio A)				
12:45 p.m.	<b>Shannon Ware, Melody Jennings Bowers</b> How to Use Data to Connect With Your Customer (Sooner Rather Than Later)	<b>Steve Lomas</b> Connecting the Dots: What You Need to Know About Progressive Web Apps	<b>Sandy DeWald</b> Podcasting Benefits for Your Business		<b>Vannesia Darby, Karen S. Jackson, Kenisha Rhone, Lindsay Merwin</b> Panel: Creating Compelling Content in a Curated World
1:25 p.m.	<b>Emily Mills</b> Drawing: Learn the Human Language	<b>Sydney Raines</b> No Excuses: Making the Most of Your 24 Hours	<b>Erik Deckers</b> 12 Ways to Improve Your Writing	<b>Christine Palm</b> The Man Project: Taking Off the Cultural Straightjacket	
2:05 p.m.	<b>Carrie Jeffries</b> Raise Your Game: Reinvent Yourself & Start Living a Life You Love ... at Any Age	<b>Mike Costa</b> Presentation Hurdles	<b>Dale Rogers</b> HTML5, CSS Basics		<b>Stephanie Dean</b> Panel: How to Get Started With VR
2:45 p.m.	<b>Jessica Carmack</b> The 40-Day Disconnect	<b>Mikela Mallozzi</b> The Power of PR: Connecting with Established Audiences	<b>Tiffany Perkins</b> Synergy & Side Hustles: Making Everything You Do Work for You	<b>John MaGuirk</b> Sponsorship is Not a Dirty Word	
3:25 p.m.	<b>Andy Matthews</b> Build an Audience by Building a Team	<b>Marcus dePaula</b> The Most Common Audio Problems in Podcasts & How to Fix Them	<b>Stephanie Weirwille</b> The Universal Desire to Connect: Social Media Around the World	<b>Linda Furtado</b> Helping Each Other Thrive	
4:05 p.m.	<b>Mailyne Calvin</b> Automation & Time Management: Connect Your Systems to Get More Done	<b>Todd Meador</b> Connect With Your Full Potential: Learn the Secrets to Master Your Habits	<b>Danielle Cevallos</b> Copywriting Tips that Connect and Convert	<b>Meagan Boson</b> Catching My Breath	
4:45 p.m.	<b>Wrap-Up (Studio B):</b> Refresh Your Connection <b>Carla Swank Fox</b>				
5:00 p.m.	<b>AFTER PARTY (Studio A)</b>				



## 9:00 AM Keynote Presentation

---

### GALLERY

#### The Master Communicator's Secret Weapon

Dave Delaney  
#CCN19Keynote

Today, savvy business leaders are seeking new ways to improve communication and culture in (and out) of the office. In The Master Communicator's Secret Weapon, Dave shares three key skills you can use each day to improve your communication with colleagues, clients, friends, and family. You will learn to lead with acceptance, actively listen, and not to fear failure.



## 10:00 AM

---

### DESIGN ROOM 1

#### Connecting Data, Users & Bots Together

Kim Higdon  
#CCN19DataBot

This session will discuss how you can direct people to your website by connecting your content to your targeted users and search engines. I will show people how and provide them steps to take and tools they will need for their website and how then can attract people searching for their information or products. I will be showing them how to merge SEO, User-Intent, UX, and data together so they can produce the best online content for their target audience.

### DRAWING ROOM 2

#### Take Time to Make Your Soul Happy

Allison Avalon  
#CCN19Soulwork

This session will be about the importance of connecting with yourself, your voice, your needs in order to better serve others and your business. Everything begins with self and if you are not connected to yourself how can you succeed at connecting with others?

### STUDIO D

#### Making Content Sticky

Luke Benfield  
#CCN19MakeltSticky

Learning content designers are challenged to ensure that learners not only complete their training... but that they remember it. Our content and learning experiences need to be designed in such a way that they cater to how the brain processes information and commits that to memory. In other words, it's our job to help learners connect with content to make learning sticky.

This session will explore fundamental applications of brain science for learning and content design. We'll bust some common myths around how the brain creates neural connections and processes information, share some proven practices and stats around how to best connect audiences with content, and challenge each other to think differently about how our content is designed, packaged, and delivered in such a way that our content is sticky – that it becomes stored in the long term memory of our audience.

Get ready to have a little fun and get a little nerdy as we explore how the brain facilitates recall, and how to design content to create neural connections that sticks.

### STUDIO B

#### How to Connect With Brands and Monetize Your Platform

Angus & Samantha Nelson  
#CCN19ShowMeTheMoney

You are an influencer. You have something to share with the world. You've started your platform. Now it's time to move beyond the hobby phase and monetize.



10:40 AM

## DESIGN ROOM 1

### Connecting 2 Creatives

Deondra Moore

#CCN19Connect2Creatives

This session will go over the in's and out's of being a virtual assistant and an overall asset to creatives. It's important to know the right people to connect creatives with, whether it be cultivating a relationship with radio program director to a independent recording artist matching an underground painter with the right venue and curator for their first art showcase.

Being cognizant, mindful and listening to know the ins and outs of business matchmaking is essential to creative Entrepreneurship. I will go over my process during my consultations, how I best determine amazing connections as well what projects I have worked on as looking forward to working on in my company. Trust me, you don't want to miss this!

## DRAWING ROOM 2

### 9 Ways to Improve Your Existing Content (That Readers and Google Will Love)

Jason Zasky

#CCN19NewNImprovedContent

Creating great written content for the Web on an ongoing basis is REALLY hard. But if slaving to create something new is so difficult, why not maximize the value of what you already have? This session highlights 9 different ways to improve your existing Web content—both the on-page copy and coding—to better connect with both your human audience AND the search engines. For example, one tip is to improving the title/headline of your pages; another suggestion is to tweak the meta descriptions on your pages to better engage the reader and more succinctly communicate the value your content offers; another discusses naming your photos and images.

## STUDIO D

### Brand Strategy Deconstructed

Tiffany Whitmore

#CCN19BrandingDeconstructed

Brand Strategy Deconstructed is all about taking the guesswork out of branding. The field guide like session begins with addressing brand development, introduces brand strategy exercises and closes out with real-life examples and a local to Nashville brand perception case study.

By laying out a step by step guide to developing a brand strategy, attendees can see how to build a believable brand they (the brand owners) feel naturally connected to.

The real-life examples explore brand perception from two angles, 1) when you think your business is boring and 2) using branding to facilitate and reinforce the sales process.

My passion and the heart of the session is to empower people to believe in and own their branding. The main takeaway gives people the tools needed to make any level of branding doable and overcomes the stereotype that only creative geniuses get to claim branding glory.

## STUDIO A

### Panel: SHEConnects: Women in Podcasting

Hope Cooper Buckner with Colleen Phelps and Sandy DeWald

#CCN19WomenPodcasting

This panel-based session will examine the many facets of podcasting from a group of professional women who understand the medium. We'll discuss podcasting strategy through the lens of connection: audience analysis, engagement, storytelling and best practices.

Special Thanks to our Spotlight Sponsor



[nashvillesoftwareschool.com](http://nashvillesoftwareschool.com)



11:20 AM

**DESIGN ROOM 1**

**Content in the Machine - AI, Machine Learning or Human?**

James Soto

#CCN19ContentMachine

Connecting consumers with engaging, useful, and actionable content that drives purchasing decisions takes part art, and science. Dive deep into how marketers, machines, AI, and automation are magically delivering predictive, prescriptive, and personalized content.

**DRAWING ROOM 2**

**Basic Audio Tools for Podcasting**

Anthony Luciani

#CCN19PodcastAudio

I will discuss a few fundamentals in podcasting. Specifically EQ and Compression. This will not be aimed at any specific software but instead basic tools and sound fundamentals in Audio Production for podcasting.

**STUDIO D**

**Presentation, Posture and Pants: The Trifecta of a Perfect Pitch**

Shana Berkeley

#CCN19Pitch

There is a lot of conversation around the pitch— how long should it be? What information it should include? Should it start with a joke? The truth is, the pitch is more of an art than a science, but 3 things make the difference: Your Presentation, Your Posture and Your Pants. Hear me out. In this session, I will discuss what presentation is (and is not), personal posture and nonverbal cues that create listener “buy in” and how your attire influences how you are received and perceived. You will walk away more educated about how to use your pitch to connect to your community and be able to pitch your business with authority and authenticity.

**STUDIO B**

**Connect the Dots: Brainstorming Your Way to Writing Your Book**

Laura Thomae Young

#CCN19Brainstorming

Whether it's to build a platform, share your thoughts with the world, or just fulfill the dream of seeing our name on the cover, 81% of us feel we have a book inside that we need to get out. But what does it take to actually WRITE it?

Not everyone can sequester themselves in a mountain cabin and write until the book is done. Is there an easier way? “I don’t have my idea yet.” “I have too many ideas.” “I don’t know where to start!”

This hands-on workshop will show you how you can start with an idea, (and we’ll help you find it!) and in just a short time, make your outline, chapters, and sections so all you have to do is connect the dots.



12:00 PM

**Special Lunch Presentation**

**STUDIO A**

**Lunchtime Panel: Connecting to Nashville’s Creative Entrepreneurship Community**

Clark Buckner with Brynn Plummer, Cortney Edmondson, & Beth English

#CCN19Community

Hear from a panel of community leaders on ways you can get connected!



podx.com



STRATEGIC COMMUNICATIONS

mpf.com



12:45 PM

## DESIGN ROOM 1

### How to Use Data to Connect with Your Customer (Sooner Than Later)

Melody Jennings Bowers & Shannon Ware

#CCN19Data

Data has become an unavoidable part of doing business online. There are plenty of gurus, experts, and data geeks out there who are talking about what you need to be doing with your data to help your business grow.

But what if you don't HAVE any data yet?

Or maybe you have some data, but don't have a clue about what to do with it?

If you have ever felt technically challenged (or overwhelmed) when people start talking about all that data can do for you, then this session is for you!

In order for online marketing to be successful, you must first be able to identify AND communicate with your customers. Learn how to establish a simple baseline to help you measure what works and what doesn't while you test your assumptions. Like Peter Drucker once wisely said, "If you can't measure it, you can't improve it." Once you feel confident that your company's voice resonates with your customers and aligns with your brand's vibe then you can confidently invest in more serious branding and marketing endeavors.

## DRAWING ROOM 2

### Connecting the Dots: What You Need to Know About Progressive Web Apps

Steve Lomas

#CCN19PWAPrimer

By now, most of us are familiar with the concept of responsive websites — sites that automatically scale and optimize their appearance to best fit the display device. A responsive website helps with UX, but unfortunately, it is still just a website with no meaningful interaction with the native hardware on our mobile devices. To get at those powerful features (camera, microphone, geolocation, push notifications, etc.) you need to create a native iOS or Android app, right? Not anymore!

Welcome to the world of PWAs!

Progressive Web Apps are websites with some additional coding that allows them to act and behave like native apps when accessed on a mobile device.

"Connecting the Dots: What you Need to Know About Progressive Web Apps" will provide attendees a crash-course introduction primer to PWAs — connecting the dots about how PWAs are different from native apps and mere websites, why they are cool (the promise and the reality) and the latest information about what they can and can't do.

During the presentation we'll review lots of world-class examples of

PWAs — many of which you may already be using without knowing their pedigree.

PWAs give us new tools to connect and stay connected with our online customers.

## STUDIO D

### Podcasting Benefits for Your Business

Sandy DeWald

#CCN19PodBiz

Do you want to reach a loyal, affluent, educated audience? Do you want to position yourself as an expert in your field? Do you want to speak directly to your exact customer (for less than \$100)? Then join me as we explore how podcasting can help you connect with potential customers to market and grow your business.

Podcasting reached a tipping point in 2018 with over half of the U.S. population now stating they listen to podcasts. Split evenly between men and women and across all ages, the ability of podcasts to be consumed on-the-go and while performing other tasks is unique to the platform.

I know what you're thinking — not another content-hungry platform that you don't understand and don't know how to use. Don't worry! Together we'll walk through how a podcast can help grow your business, ideas for what to talk about, and the basics of getting started.

As one of the fastest growing platforms, podcasting allows you to share your stories, your voice and your expertise directly with your target customer. In this session we'll explore who is listening, how they're listening, and the impact these listeners can have on your business.

## STUDIO A

### Panel: Creating Compelling Content in a Curated World

Vannesia Darby with Karen Jackson, Lindsay Merwin, & Kenisha Rhone

#CCN19CompellingContent

The marketing world can be a scary place to a Creative, but it doesn't have to be. When your compelling content locks hands with the right marketing methods, sparks can fly. In this panel, you'll hear from three Content Queens who use the power of digital and print media to share real stories, inspire others, and drive desired consumer behavior for some of your most beloved brands. You'll also learn how you can do the same thing. It all starts with a good story, but that's just the beginning.



1:25 PM

## DESIGN ROOM 1

### Drawing: Learn the Human Language

Emily Mills

#CCN19Drawing

Drawing is the human language that allows us to connect and communicate across barriers like age, language, location, and even time! Human beings are highly visual, and in modern Western culture, if you're not communicating visually, you might as well not be communicating at all. Communication being primarily visual isn't not going to change any time soon, so if you want an effective way to connect with humans, use the common human language: drawings.

In this talk I'll cover some of the biggest lies you've been telling yourself about drawing, like:

- You have to be an artist to draw
- Your Medium/Canvas matters

My goal is that by then end of my presentation, you will:

1. Stop believing the lie that you can't draw
2. Give yourself permission to start drawing
3. Be equipped with the basic skills to draw anything using what you already know
4. Know the ways to share your ideas visually

With these 4 things, you will be an unstoppable force of connecting with the world and sharing your ideas.

## DRAWING ROOM 2

### No Excuses: Making the Most of Your 24 Hours

Sydney Raines

#CCN19AgendaOverhaul

As an entrepreneur who is a law student with a full-time job that also runs a digital marketing agency, I have had to master the principle of efficiency. I feel compelled to share what I've learned so that other entrepreneurs and business-owners can make the most of each day and achieve their goals.

Attendees will come away with strategies to:

- Maximize their daily productivity
- Break down and achieve goals
- Recognize and remove the unnecessary
- Maintain priorities with flexible mindset

## STUDIO D

### 12 Ways to Improve Your Writing

Erik Deckers

#CCN19WriteBetter

This session will look at different writing secrets professionals use to produce tight, interesting content and break them down into simple steps everyone can use to improve their own writing. We'll learn how to cut out unnecessary language and filler words, how to harness metaphors and similes to better understand complex ideas, and which grammar rules you should ignore.

Attendees will learn:

1. How journalists learn to write short, punchy sentences that convey maximum impact.
2. How to tighten their writing to say more in fewer words
3. How to use fiction-writing storytelling structures to make your content more interesting and accessible.
4. One psychological hack that will cut years off your learning curve.
5. A rhyme for the word "purple."

## STUDIO B

### The Man Project: Taking Off the Cultural Straitjacket and Connecting Men Again

Christine Palm

#CCN19TheManProject

The number of men today who walk through life feeling they are wearing a straitjacket and disconnected, is on the rise. I wrote the book, The Man Project to bring cultural awareness to how this affects men in their relationships and business and more importantly how it is affecting our younger generations by witnessing these patterns. Men too need connection, but our cultural habits and origin of thought get in the way.

Bringing awareness to this disconnect, providing practical tools for conversation and healing that create safety and connection in communication, can change the future of how men look at relationships on all levels. Today's overwhelming answer is to disconnect- divorce, quit the job, never commit. Bringing the value of connection for men into our workplaces, homes and conversations will make it safe for men to remove the straitjacket and feel, heal and build relationships, as well as be better examples to our younger boys and men.



2:05 PM

## DESIGN ROOM 1

### Raise Your Game: Reinvent Yourself and Start Living a Life You Love ... At Any Age

Carrie Jeffries  
#CCN19Dreams

If you hate your Monday through Fridays, you're in seriously deep doo doo.

... stuck in that passionless job or business, living the endless cycle of Monday morning blues, survive til five, can't wait for the weekend until ... yup ... that dreaded Sunday night stress, knowing what awaits yet another Monday morning. If you find yourself living for the 'escape' of weekends and a wayyy too short vacay, it's time to pivot.

This session is geared toward high-performing professionals who are exhausted, burnt out, and secretly unhappy doing work that sucks your soul and robs you of joy. You know there must be more than this ...

You're tired of living the "less than life."

But... How the heck do you know where to begin, what's next, how to choose, when it's too late or how to break through being stuck in neutral?

Discover how to design a business you love that lights your fire and feeds your soul. Turn those mere wishes, ideas and dreams into reality. Get simple, actionable steps and tips to rapidly find clarity, crank up your confidence and get your a%\$ out of procrastination, and into action.

Sharing her journey with stories of the peaks, pits and mastering the pivot, Carrie Jeffries' bold, brash, no B.S. style will provoke, inspire, encourage and get your rear into gear to raise your game, master your mental mojo and share your God-given genius because your mission matters.

## DRAWING ROOM 2

### Presentation Hurdles

Mike Costa  
#CCN19Presentations

Simplifying and decluttering your presentation not only prevents PowerPoint poisoning, it also comes with a bonus—smooth and calm delivery. Improve your ability to share your story, explain your project or communicate your message. If your presentation is a new desire or routine experience, we'll have something for you to make it happen so you communicate your message.

In this session we'll share helpful hints and easy techniques to:

- Stay calm and confident
- Move content into a polite PowerPoint format (or another)
- Avoid myths that create road blocks
- Reinforce truths to stay on track
- Prepare for the unexpected
- Deal with the expected...short notice prep (translated; need it yesterday)

We may also touch (lightly) on the science behind popular practices. We'll acknowledge reality and discuss methods for dealing with less than ideal conditions.

After this session you will be able to put these concepts to work and create a system that can be replicated according to your presentation needs.

## STUDIO D

### HTML5 & CSS: The Basics

Dale Rogers  
#CCN19HTML5

A primer for those wanting to understand the basics of HTML5 and CSS.

## STUDIO A

### Panel: How to Get Started in VR

Stephanie Dean  
#CCN19VR

Description to come.

Future forth

futureforth.com



2:45 PM

## DESIGN ROOM 1

### The 40-Day Disconnect

Jessica Carmack

#CCN19Disconnect

40 Day Disconnect is a talk and open discussion on media consumption and the affects it has on our lives and our craft.

## DRAWING ROOM 2

### The Power of PR: Connecting With Established Audiences

Mickela Mallozzi

#CCN19Publicity

PR and recognition in the media is some of the strongest FREE advertising you and your brand can receive. It elevates your brand and opens up opportunities for growth, community building, and paid business – it connects you with well-established audiences who will grow and follow your brand. In this session, you will learn how to pitch to media and leverage coverage once you start getting it.

## STUDIO D

### Synergy and Side Hustles: Making Everything You Do Work for You

Tiffany Perkins

#CCN19SideHustles

As a self-proclaimed side hustle queen I know all too well the struggle of wanting to do it all but not having the time to do anything. Like many creatives, finding joy outside of my 9-5 is very important to me. For a long time I lived in a space where the things I did to pay the bills had nothing to do with the things that made me happy and I loved doing. Living this way took a major tole on me mentally and physically.

When burning the candle at both ends became overwhelming and counterproductive I began looking at my side hustles in a different way.

In this session we will discuss finding the connection in your creative passions and using that to as a foundation to make your side hustles truly work for you.

## STUDIO B

### Sponsorship is Not a Dirty Word

John MaGuirk

#CCN19Sponsorship

A 30-minute workshop about adding value to your podcast. Be sure to include a call to action, which benefits your sponsor and/or listener.

UX | UI

nōssi<sup>®</sup>  
COLLEGE OF ART  
[nossi.edu/uxui](http://nossi.edu/uxui)



3:25 PM

## DESIGN ROOM 1

### Build an Audience by Building a Team

Andy Matthews

#CCN19BuildAnAudience

The best website in the world won't help you if you don't have the right content. If you want to attract readership, you need to build up a diverse writing team who are able to speak to a wide range of readers.

In this session, I'll talk about how I built up the Meeple Mountain writing team from just me, to nearly 30 contributors. I'll also share the strategies and tools I use to produce and promote our content.

## DRAWING ROOM 2

### The Most Common Audio Problems in Podcasts and How to Fix Them

Marcus dePaula

#CCN19FixPodcastProblems

Whether you are a seasoned podcaster, or just starting out, there are some recurring recording issues that can happen on any podcast which can easily be fixed – or better yet, avoided – with a little awareness. Learn from professional audio engineer and podcast producer, Marcus dePaula, the techniques professionals use to make their recordings sound the best they can in any environment, regardless of the equipment. Some examples of common problems to be discussed are thin/"distant" sound, distortion, hiss, clicks and pops, ambient noises, buzzes, echo, and many more. There will also be time at the end to ask for help with your own personal audio problems.

## STUDIO D

### The Universal Desire to Connect: Social Media Around the World

Stephanie Wierwille

#CCN19GlobalSocial

Social media is the great global connector, and it is myopic to think of it as a US-centric phenomenon. We'll look to Asia, Europe, North America, and the Middle East to predict the future of social media – and its implications on marketing – in the future. We'll go beyond the big five social networks (FB, TW, IG, IN, PN) and discuss how platforms like WhatsApp, WeChat, TikTok, and NextDoor can inspire innovative content marketing efforts both at home and abroad.

## STUDIO B

### Helping Each Other Thrive

Linda Furtado

#CCN19HelpEachOtherThrive

I believe people are always better together, so I invite everyone to explore with me what it looks like to help each other thrive. Even the most gifted among us can only have so much capacity to grow in mind, body, and spirit without some help from others.

This session is intended to help individuals recognize their own giftedness as well as areas of desire for self-improvement. We'll then explore what it looks like to find others who are willing to share their insight with us and how to be available to share our knowledge with other seekers. Unlike watching a Youtube video or reading a how-to book, this is about developing a set of tools to resource both instructors and students so that when they are connected with each other, they both gain from the experience of meaning instruction, practice, and conversation.

While I come from a background of Christian ministry and will likely use my own experience in ministry inform examples and demonstration, this concept seems universal. I hope everyone can come away with new insight and motivation to share and seek help desired and needed to excel in any aspect of a thriving life.



**MEDIA PROS**  
Creating better outcomes by design.

[mojomediapros.com](http://mojomediapros.com)



4:05 PM

---

## DESIGN ROOM 1

### Automation & Time Management: Connect Your Systems to Get More Done

Mailyne Calvin  
#CCN19Bento

We believe in using automation and proper time management skills to get more done in your day for you and your team. This often leads to being able to double output of work or double revenue with the same effort. Automation is also how you can “create” more time when you feel like you don’t have any. For example, connecting all of the digital places you keep business information into one system is worth the upfront time since it can create, on-average 10 extra hours a week per team member. Need more sales? Need to get more done? Connect, organize & automate your systems.

## DRAWING ROOM 2

### Connect with Your Full-Potential: Learn the Secrets to Master Your Habits & Master Your Life

Todd Meador  
#CCN18Nine

“First we form habits, then they form us.” -Rob Gilbert

Our lives are determined by the sum of our habits, both good and bad. They often run subconsciously behind the scenes, easily and effortlessly on autopilot, like a computer program. Many times we don’t even have to think about doing them.

This means we don’t have to work as hard, summon massive amounts of motivation, or force ourselves to do them.

If this is true and you want to connect with your full potential, shouldn’t mastering habits be one of the most important skillsets to learn in life?

Hi, my name is Todd Meador. I’m currently a leadership trainer and company culture transformation consultant in the Healthcare industry. I was also a Peak Performance Strategist, Speaker and Trainer for Tony Robbins and Brian Tracy (in case you have heard of either of those guys). Anyway, I’ve read hundreds of books on psychology, human behavior and the like and have trained 1000s of people in the Personal-Development space.

I became fascinated by the concept of mastering habits and thought I would pass along the knowledge I’ve learned to the Craft Content folks.

This content truly has the potential to transform your life.

This session will be a mix of education and inspiration, and also a workshop to help you develop a specific plan to create a habit.

## STUDIO D

### Copywriting Tips That Connect and Convert

Danielle Cevallos  
#CCN19ConnectAndConvert

At the heart of every business and brand is the ability to effectively communicate your brand message. Within minutes you should be able to connect with and attract your people and repel everyone else. Which is why you need to master the basic principles of copywriting. Learn how to do the market research needed to write copy that connects, then learn how to blend the science and art of writing copy so your people eat up everything you put out ... EVEN if you hate writing!

## STUDIO B

### Catching My Breath

Meagan Boson  
#CCN19Breathe

We take a journey backwards through the lens of a super altruist to discover what it truly means to connect with the people we encounter and leave lasting impacts.



4:45 PM

Wrap-Up Session

---

## STUDIO B

### Refresh Your Connection

Carla Swank Fox

After spending the entire day talking about connections, what are our takeaways? What are our next steps? Let’s chat about our day and keep the conversation going during this wrap-up session ... and then celebrate at the after party!