



Small Business, Big Impact:

Lessons from Main Street



Workshop By:

Cassie Yoder

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Key Takeaway

Local Roots Fuel Big Reach

Success begins with deeply serving your immediate community.

Key Takeaway

Creativity Beats Big Budgets

Small businesses can win attention with bold ideas and authentic connections.

Key Takeaway

Your Story is Your Differentiator

Your unique origin is what makes your brand unrepeatable.

Workshop Overview

The goal of this workshop is to show how small businesses can make a big impact through creativity and community-first marketing. Drawing on lessons from helping Central Illinois businesses stand out, Cassie will share practical and resourceful strategies that prove you don't need a massive budget to build a memorable brand. Participants will leave with tools to help their small-town business shine on any stage while staying true to their roots.

LET'S CONNECT!

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