

— SUNRISE BUSINESS SUMMIT

GET MORE CUSTOMERS WITH SOCIAL MEDIA + AI

A Practical Growth Playbook for Small Business

—

CARLOS GIL • AUTHOR • SPEAKER • MARKETER



SUNRISE BUSINESS SUMMIT

CONNECT.
ENGAGE.
GROW.

PEOPLE • IDEAS • RESOURCES • OPPORTUNITY

— SUNRISE BUSINESS SUMMIT

HI, I'M CARLOS GIL.

AUTHOR. SPEAKER. MARKETER.

—
BESTSELLING AUTHOR OF THE END OF MARKETING
FORMER LINKEDIN MARKETER
ENTREPRENEUR AND KEYNOTE SPEAKER



SUNRISE BUSINESS SUMMIT

LET'S CONNECT.

CALL OR TEXT

904-536-5764

INSTAGRAM

@carlosgil83

I'VE BEEN BUILDING ON THE INTERNET SINCE 1995.



1983

**BORN IN
PLANTATION, FL**

Grew up nearby
in Weston.

1995

AOL

Got online at
12 years old.

2008

LINKEDIN

Joined after
a job loss.

2012

WINN-DIXIE

Started social media
for the brand.

2015

LINKEDIN

Led social media.

2019

**THE END OF
MARKETING**

Bestselling author.

TODAY

**BUILDER.
STRATEGIST.
TEACHER.**

100+ CONFERENCES
WORLDWIDE

2 BUSINESSES
CO-FOUNDED

**E-COMMERCE +
BRICK-AND-MORTAR RETAIL**

**ADVISED DOZENS
OF COMPANIES.**

HERTZ • WESTERN UNION • DOCUSIGN • SALESFORCE • ADOBE • + MORE

*I LOVE TO BUILD.
STRATEGIZE. TEACH.*

SUNRISE BUSINESS SUMMIT

**I DID MY HOMEWORK.
I LOOKED AT WHO'S IN THIS ROOM.**

**140
REGISTERED**

**77%
CAME TO
NETWORK**

**74%
WANT BUSINESS
RESOURCES**

**68%
WANT COMMUNITY
CONNECTIONS**

FOOD • CONSTRUCTION • FINANCE • HEALTHCARE • REAL ESTATE • BEAUTY • CONSULTING • MARKETING • HOME SERVICES • RETAIL

DIFFERENT BUSINESSES. SAME GROWTH PROBLEMS.

SUNRISE BUSINESS SUMMIT

SMALL BUSINESS OWNERS ARE EXPECTED TO DO EVERYTHING.

TIME

Not enough hours.

MONEY

Limited budget.

STAFF

Wearing too many hats.

VISIBILITY

Hard to stand out.

CONSISTENCY

Hard to keep showing up.

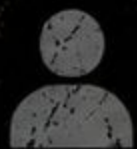
FOLLOW-UP

Leads slip through the cracks.

MARKETING BECOMES THE THING YOU DO LAST.

DIFFERENT BUSINESSES. SAME PRESSURE.

YOU DON'T NEED MORE FOLLOWERS. YOU NEED MORE CUSTOMERS.



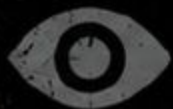
~~FOLLOWERS~~

MORE
NUMBERS
NOT REAL
GROWTH



~~LIKES~~

MORE
EGO
NOT MORE
REVENUE



~~IMPRESSIONS~~

MORE
VIEWS
NOT MORE
BUSINESS



CALLS



BOOKINGS



CUSTOMERS



SALES



REPEAT BUSINESS

ATTENTION



ACTION

HERE'S WHAT WE'RE **FIXING TODAY.**

1

GET
FOUND

2

BUILD
TRUST

3

CREATE
FASTER

4

CAPTURE
DATA

5

CREATE
REPEAT
BUSINESS

AND WHERE **AI** FITS INTO **ALL FIVE.**

**BAD MESSAGE × AI =
MORE BAD MARKETING.**

YOU STILL NEED A CUSTOMER, A PROBLEM, AN OFFER AND A REASON TO CHOOSE YOU.

THE SMALL BUSINESS GROWTH SYSTEM.



A man in a grey t-shirt and dark apron is working behind a wooden counter in a shop. He is looking towards a customer, a man with curly hair, who is smiling. The counter has various items on it, including a cash register, a small potted plant, and some jars. In the background, another person is visible, and the shop has a warm, orange-toned lighting. The word "CONNECT." is overlaid in large, white, distressed font, with a solid orange dot at the end.

CONNECT.

BEFORE SOMEBODY CAN BUY FROM YOU, **THEY HAVE TO FIND YOU.**

BEFORE THEY FOLLOW YOU, THEY GOOGLE YOU.

LOCAL
VISIBILITY
BUILDS
REAL
OPPORTUNITY.

PEOPLE
SEARCH
BEFORE
THEY
BUY.

REVIEWS

PHOTOS

HOURS

SERVICES

WEBSITE

PHONE



SEARCH
CREATES
TRUST.

BE
FINDABLE.
BE
CHOSEN.

FOR MANY LOCAL BUSINESSES, **GOOGLE IS YOUR REAL HOMEPAGE.**

**PEOPLE DON'T CONNECT
WITH LOGOS.**



THEY CONNECT WITH PEOPLE.



PEOPLE WANT TO KNOW WHO THEY'RE BUYING FROM.



WHY I
STARTED



WHAT I
BELIEVE



HOW I
WORK



WHAT MAKES
ME DIFFERENT



WHAT I'VE
LEARNED



WHO I
SERVE

PERSONAL $\neq$ PRIVATE.

YOU ARE ALREADY SURROUNDED BY CONTENT.



CASE STUDY

OUTLAW MASKS



FROM A SMALL INVESTMENT TO HIGH SIX FIGURES IN SALES WITHIN MONTHS

Co-founded in 2020 during the pandemic, Outlaw Masks was built with an iPhone, TikTok, Instagram, and a Shopify store.



Co-founded an e-commerce business during the pandemic



Started with a small initial investment



Scaled to high six figures in sales within months



Built using only an iPhone, TikTok, Instagram, and Shopify



Reached the NBA, NFL, and the Super Bowl



Strategy: real people + viral content



REAL PEOPLE. VIRAL CONTENT. FAST GROWTH.

PEOPLE • PURPOSE • OPPORTUNITY

WHY OUTLAW MASKS WORKED

THE STRATEGY WAS SIMPLE:
MAKE PEOPLE THE STORY



REAL PEOPLE WERE THE BRAND

Customers, workers, athletes, and everyday people became the face of the business.



CONTENT WAS BUILT TO TRAVEL

We created content people wanted to watch, share, repost, and talk about.



SOCIAL MEDIA DROVE DISTRIBUTION

TikTok and Instagram became the engine for awareness, reach, and sales.



THE STORE WAS READY TO CONVERT

Attention turned into revenue because the Shopify store made it easy to buy.



REAL PEOPLE.
REAL IMPACT.

GOOD PEOPLE
BETTER
DAYS



PEOPLE
IDEAS
MASKS
CHANGE

YOUR PHONE CAN BUILD THE CONTENT. YOUR CUSTOMERS CAN BUILD THE BRAND.

ATTENTION FIRST • COMMUNITY NEXT • SALES FOLLOW

PEOPLE • PURPOSE • OPPORTUNITY

REAL SMALL BUSINESS CASE STUDY.

**\$0 → \$1M+
HYPE SECTION.**

FIRST-YEAR SALES. PRIMARILY ORGANIC.



THE HYPE SECTION GROWTH ENGINE.

MORE
THAN
A STORE.



CARDS
SNEAKERS
PEOPLE
CULTURE
ALWAYS
A GOOD TIME.

REAL
PEOPLE.
REAL
PASSION.



COLLECT
CONNECT
CREATE
BELONG



SAME
HYPE
DIFFERENT
PEOPLE.

M

HYPE
SECTION
FAMILY.

REAL
PEOPLE
REAL
CULTURE
BIGGER
THAN SNEAKERS.

EVERY CUSTOMER BECAME PART OF THE MARKETING.



HYPE
SECTION

BUY → PHOTO → TAG → SHARE → DISCOVERY



SAME
PEOPLE
DIFFERENT
STORIES.

**“ HOW DID YOU
HEAR ABOUT US? ”**

ASK EVERY CUSTOMER.

ENGAGE.

GETTING NOTICED ISN'T ENOUGH.
GIVE PEOPLE A REASON TO TRUST YOU.



YOUR CUSTOMERS ARE YOUR BEST SALESPEOPLE.



Justin M.

Local Guide · 42 reviews · 27 photos



3 months ago

Hype Section is next level! Great selection of sneakers and sports cards, but what really sets them apart is the community. The owners are genuinely cool people who make you feel like family. Always something dope going on — events, raffles, and solid vibes. Highly recommend checking it out whether you're a collector or just a sneakerhead!



Helpful (3)



Share



ASK



MAKE IT EASY



RESPOND



REUSE THE PROOF.

ONE PERSON. MORE OUTPUT.

AI GIVES SMALL BUSINESSES LEVERAGE.



WRITING

Draft emails, posts, web pages and more.



RESEARCH

Find insights, trends and opportunities faster.



IDEAS

Generate creative angles and campaigns.



CUSTOMER SERVICE

Answer questions and support customers.



FOLLOW-UP

Keep in touch and turn interest into sales.



ANALYSIS

Make sense of your data and spot what works.



PROSPECTING

Find and outreach to the right people.

DISCIPLINE

EXECUTION

BETTER MARKETING

A BIGGER IMPACT

GOOD
EXECUTING
BUILDS
FREEDOM
M

HYPE
SECTION

IDEAS
EXECUTE
REPEAT
M

YOU STILL NEED A CUSTOMER, A PROBLEM, AN OFFER AND A REASON TO CHOOSE YOU.

YOUR SMALL BUSINESS AI STACK.

01

THINK



ChatGPT



Claude

BETTER IDEAS.
A CLEARER PATH.

02

CREATE



Adobe Express

TURN IDEAS
INTO IMPACT.

03

GET FOUND



Google Business Profile

BE VISIBLE.
GET CHOSEN.

04

FOLLOW UP



Flodesk

STAY IN TOUCH.
TURN INTEREST
INTO REVENUE.

05

SELL



Square



shopify

MAKE IT SIMPLE
TO BUY.

06

BUILD



Lovable



Replit

TURN BIG IDEAS
INTO REAL SOLUTIONS.

TOOLS DON'T CREATE GROWTH. SYSTEMS DO.

SMALL
BUSINESS
BIGGER
POSSIBILITIES.

PEOPLE
IDEAS
SYSTEMS
GROWTH.

NEVER START FROM **ZERO** AGAIN.

ZERO.



SOCIAL

EMAIL

PROPOSAL

OFFER

VIDEO

*BLANK PAGES.
BIG OBSTACLES.*



STARTING POINT.



SOCIAL

EMAIL

PROPOSAL

OFFER

VIDEO

*FIRST DRAFTS.
REAL MOMENTUM.*

AI DOESN'T REPLACE THE WORK. **IT REMOVES THE BLANK PAGE.**

A warm, inviting grocery store interior. In the foreground, a woman with curly hair in a light purple top and dark pants is selecting items from a display of packaged goods, holding a wire shopping basket. To her right, a man in a dark patterned shirt is interacting with a smiling female staff member behind a wooden counter. The background is filled with shelves of various products, other customers, and warm, rustic-style pendant lighting. The overall atmosphere is one of community and quality service.

GROW.

ATTENTION IS RENTED. RELATIONSHIPS ARE OWNED.

YOUR FOLLOWERS AREN'T YOUR CUSTOMER LIST.

RENTED.

**FOLLOWERS
ALGORITHMS
PLATFORM REACH**

OWNED.

**NAME
EMAIL
PHONE
PURCHASE HISTORY
PREFERENCES**

PLATFORMS GIVE YOU REACH. DATA GIVES YOU AN ASSET.

YOU PROBABLY DON'T NEED MORE LEADS.



YOU NEED TO FOLLOW UP WITH THE ONES YOU ALREADY HAVE.

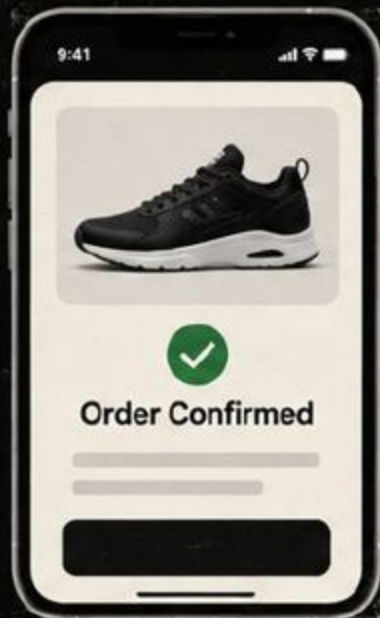
MORE
PEOPLE
LONGER

DON'T MAKE CUSTOMERS REDISCOVER YOU.

ATTENTION
BUILDS
BRANDS

STAY
IN
TOUCH

EMAIL + TEXT KEEP THE RELATIONSHIP ALIVE.



PURCHASE



THANK YOU



REMINDER



OFFER



RETURN

RELEVANCE
DRIVES
REVENUE

STAY TOP OF MIND.

CUSTOMERS
COMPOUND
GROWTH

THE DAILY 15.



QUESTIONS • CONVERSATIONS • CUSTOMERS

PLAN
EXECUTE
COMPOUND

YOUR NEXT 30 DAYS.

REAL
MARKETING
BUILDS
REAL
BUSINESS.

WEEK 1

GET FOUND.



Claim or update your Google Business Profile



Add photos, hours, services



Ask for 5 reviews



Post customer proof



Show behind the scenes



Answer common questions

WEEK 3

BUILD YOUR LIST.



Collect email + mobile



Add a QR code or signup link



Offer a simple reason to subscribe

WEEK 4

FOLLOW UP.



Send a thank-you



Send a reminder or offer



Stay top of mind

SIMPLE
STEPS
REAL
RESULTS.

USE AI THROUGHOUT ALL FOUR WEEKS.

MORE
PEOPLE.
MORE TRUST.
MORE SALES.

STOP MEASURING MARKETING WITH ~~LIKES.~~

CALLS

INQUIRIES

APPOINTMENTS

QUOTES

REVIEWS

**EMAIL
SUBSCRIBERS**

**REPEAT
CUSTOMERS**

REFERRALS

**CUSTOMER
SOURCE**

REAL
MARKETING
BUILDS
REAL
BUSINESS.

HOW DID YOU HEAR ABOUT US?

CONTENT CREATES ATTENTION.

REVIEWS CREATE TRUST.

DATA CREATES FOLLOW-UP.

FOLLOW-UP CREATES REVENUE.



**YOUR NEXT
CUSTOMER IS
ALREADY CLOSER
THAN YOU THINK.**

CONNECT. ENGAGE. GROW.



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