

A photograph of Susan Lindner, a woman with blonde hair, wearing a dark blazer over a red top, speaking at a conference. She is gesturing with her hands. In the background, a whiteboard with the word 'AGENDA' is visible, and several audience members are seen from the back, listening attentively.

# SUSAN LINDNER

Speaker, CEO, & Founder  
Emerging Media

## MASTERING CREDIBILITY IN A NEW MARKET™

Breaking into a new market requires three things: trust, credibility and connection. Whether it's a new geography, like the US, a new vertical or demographic group, you need a framework that makes you stand out and connect with customers, influencers, and the press. Using Susan's trademarked Brandthropologist approach, you'll learn how to translate your unique perspective into a new business culture with ease.

### Experience the Impact:

#### Learn the breakthrough positioning technique to:

- Stand out in a new market.
- Tap into the core emotion that connects with prospects.
- Reach the media to be heard and respected while putting competitors on notice.