
MAGNETIC

Psychology-Backed
Confidence & Connection
for Your Brand

Kate Speer



"People will forget what you said, they will forget what you did, but they will never forget how you made them feel."

-Maya Angelou

WHO I AM

I'm Kate.

Marketing strategist and brand builder

Emotional intelligence advocate

Small business owner turned executive

Someone who believes connection is the strategy

Cheering for you!

MARKETING - COMMUNICATION - PSYCHOLOGY - CONNECTION - ENGAGEMENT - BUSINESS - CONSULTING

Before corporate marketing... I was a small business owner.

I owned Studio Fit.

I went to bridal shows. I hustled for clients. I stood where you are.

So when I talk about branding, marketing, and connection — I'm talking *with* you.



More about me...

I've been married for 20 years.

And I still remember:

- The photographer who made me feel seen
- The planner who calmed my nerves
- The videographer who captured emotion, not just footage



You do more than help create a day.

You create a memory.

Weddings are emotional. Decision-making is emotional.
Brand loyalty is emotional.

Feelings are what last.

THE CONFIDENCE SHIFT

Confidence isn't loud, ego, or gross.

Confidence is aligned, value-driven, and genuine.

People trust calm clarity more than perfect polish. People trust authenticity. People trust real.

A PSYCHOLOGY TRUTH

Humans subconsciously mirror emotional energy.

Your nervous system walks into the room before you do.

That matters in:

Consult calls

Emails

Social media

In-person interactions

THE CONSISTENCY SHIFT

How you show up **regularly** matters more than how you show up **occasionally**.

One great post doesn't build trust. Trust is built through consistent presence.

WHY CONSISTENCY WORKS

Familiarity builds safety.



When people recognize you, they relax.



Relaxation creates trust.



Trust is what converts.

MINI MARKETING MANTRAS

- You don't have to be the loudest voice in the room to be the one people remember.
- Presence matters more than volume.
- Clarity, consistency, and connection will take you further than noise ever will.

THE PROBLEM

We've been told:

- Post more
- Be louder
- Do everything

But people aren't moved by volume. They're moved by clarity, emotion, and connection.

WHY THAT DOESN'T WORK

Overwhelm creates avoidance.

When people feel flooded, they pause. When they pause, they don't book.

The best brands don't add pressure. They remove it.

WHAT IF...

What if your brand made
people feel *seen* before
they ever booked you?

A SHIFT IN MY OWN STORY

For a long time, I was behind the scenes.

Doing great work. Getting results. But not being fully *seen* for it.

THE MOMENT IT CHANGED

Nothing changed about my talent.

What changed was how clearly people could understand:

Who I was

What I stood for

How it felt to work with me

THE RESULT



Opportunities.



Trust.



Visibility.

People coming *to me*.

People don't hire confusion. They hire clarity. And they hire who they see, know, like, trust, and connect with.

THIS APPLIES TO YOU

Your personal brand
= your business brand.

How you show up is how people decide.

INTRODUCING

The MAGNETIC METHOD™

A human-centered framework for connection, confidence, and marketing that actually works.

THE FIVE PILLARS

01

Emotional Intelligence

02

Identity Alignment

03

Psychological Pull

04

Intentional Connection

05

Energetic Presence

♡ PILLAR 1

Emotional Intelligence

Know how you want people to feel.

That feeling *is* your brand.



REAL-WORLD EXAMPLE

In trucking, drivers became brand ambassadors.

Because they felt respected and seen.



When people feel valued, they represent you.

Identity Alignment

If you say "luxury"... Your emails can't feel chaotic.

If your brand says ease, your experience can't feel rushed.

If you say "calm"... Your process can't feel frantic.

If you say you're detail-oriented, your communication should show it.

Consistency builds trust.

- More than just how often, but how.
- What do you want to be known for - does that show up in all areas of your brand?

A PSYCHOLOGY NOTE

When branding and
experience don't match,
people feel it.

Their body notices before their brain does.

 PILLAR 3

Psychological Pull

Stories create connection.

Features create evaluation.

People lean in to meaning, not marketing.

A FUN EXAMPLE - EXPERIENTIAL MARKETING

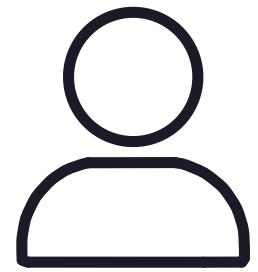
Ducks on buildings. Live chickens in parades.

Not perfect. Not polished. *Unforgettable.*

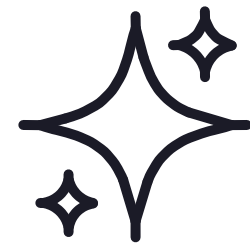


WHY IT WORKED

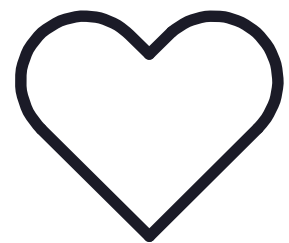
It was:



Human



Unexpected



Emotional



Shareable

No one says "great bullet points." *They say, "did you see that?"*

 PILLAR 4

Intentional Connection

Connection beats content.

Make space for people to feel seen.

The best content creates connection.

A SIMPLE PRACTICE

Handwritten thank-you notes.



1 Small gesture.

2 Big emotional impact.

3 Long-term loyalty.

People want to feel seen, heard, valued, appreciated.
Give them what they want!



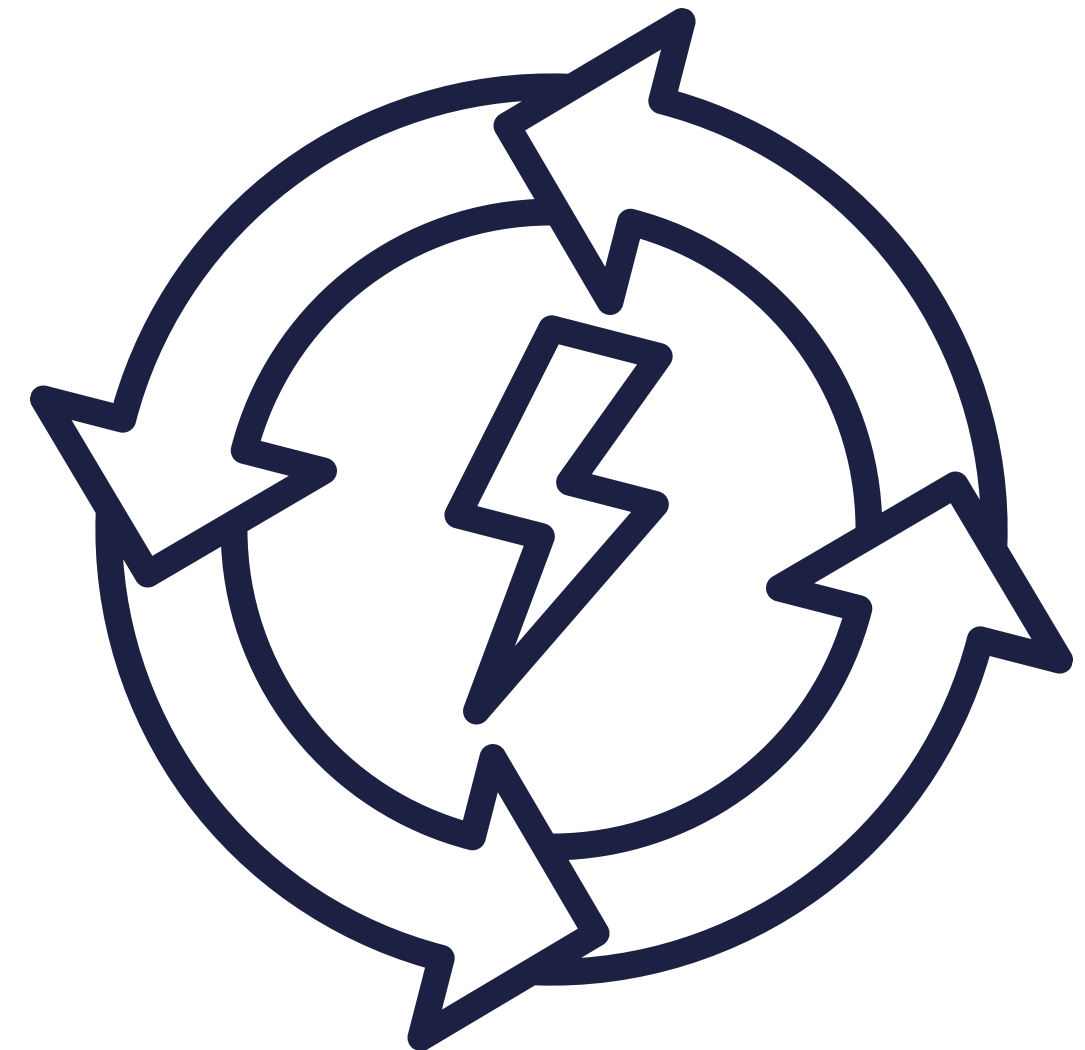
⚡ PILLAR 5

Energetic Presence

Energy precedes logic.

People decide how they feel about you quickly.

Your presence matters.



PUSH & PULL

When you're clear on who you are:

- The right people lean in
- The wrong people opt out

That's not a failure. That's alignment.



PRACTICAL MARKETING SHIFTS AND TIPS

Magnetism shows up in real decisions.

Small shifts. Immediate impact.

It lives in the small details that shape how people feel.

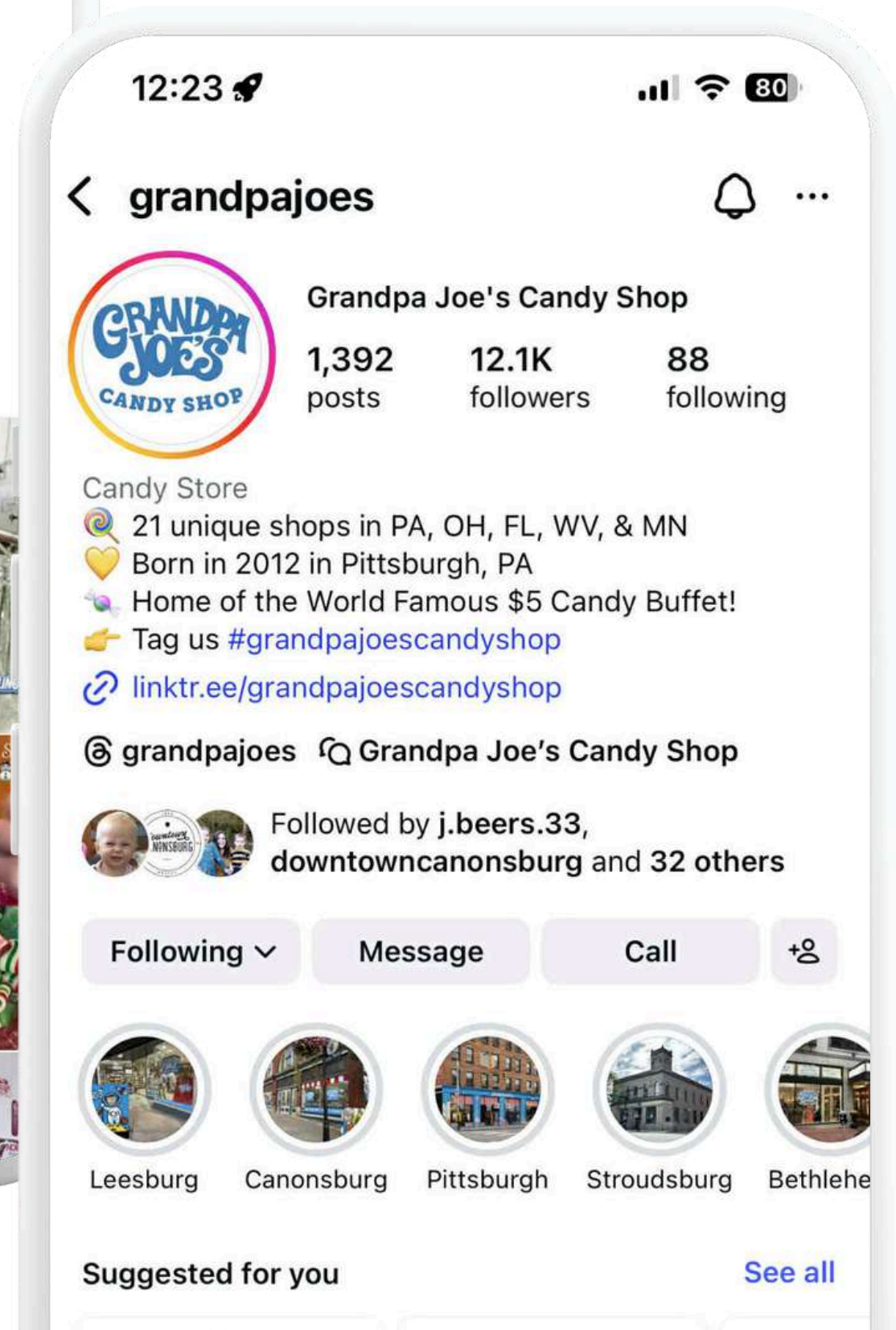
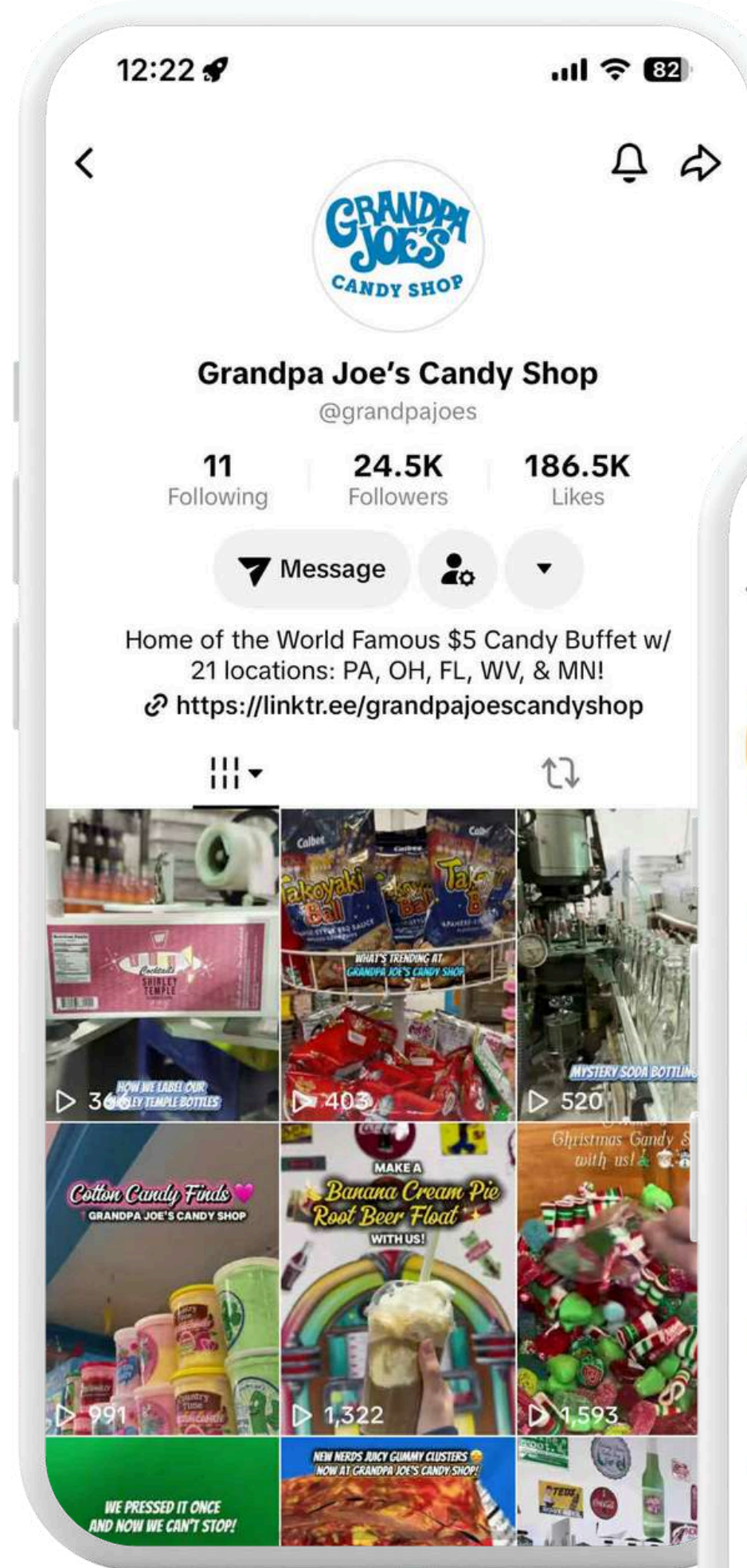
TIP 1

SOCIAL MEDIA - LINKS

On Instagram, links in captions aren't clickable.

- If it's not easy to act, people won't.
- Make it easy for people to find you, connect with you, and take the next step.

Reduce friction.



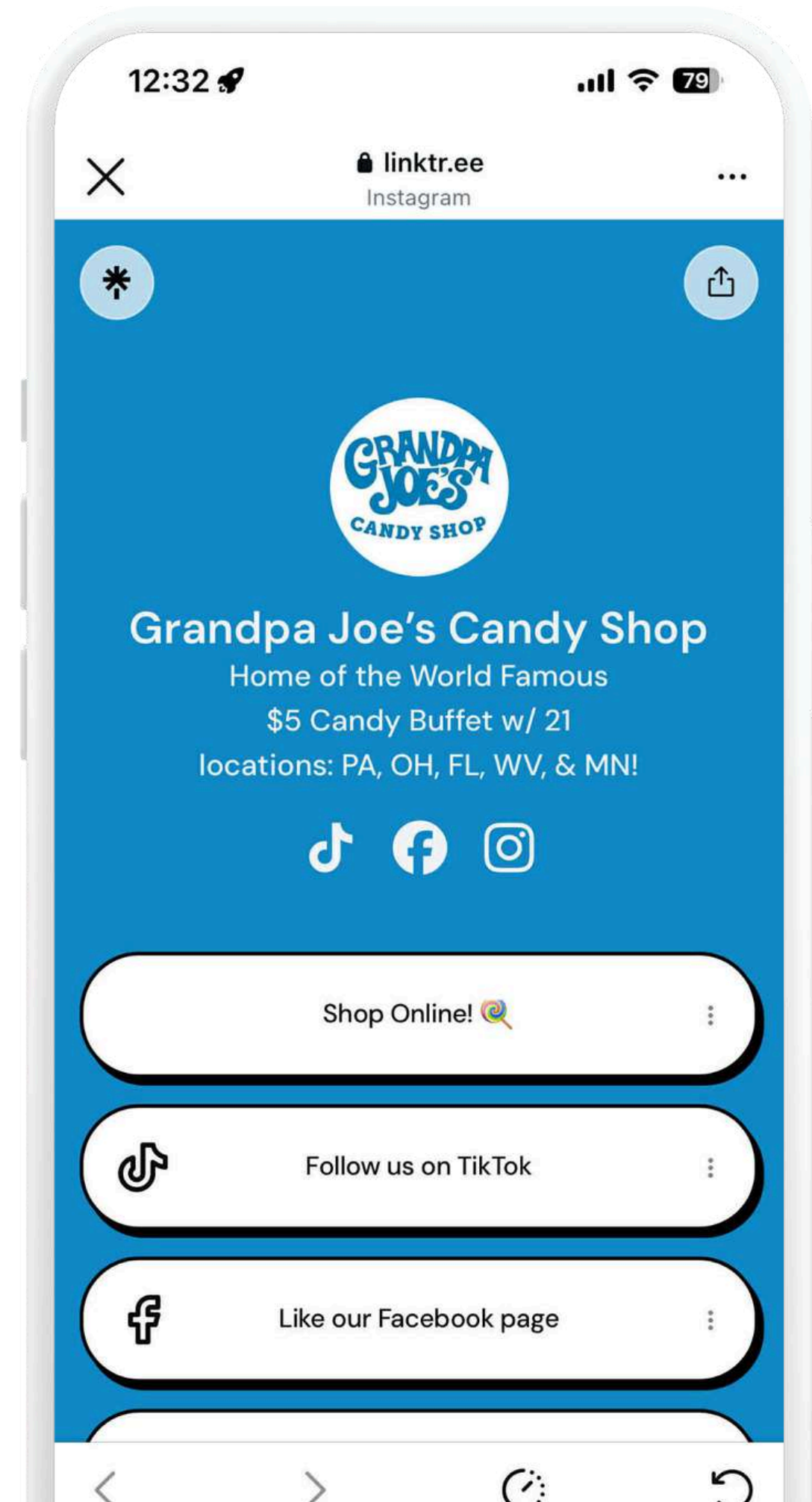
TIP 2

LINK IN BIO

Your link should have
one clear job.

The next right step. No dead ends.

Confused people don't convert.



TIP 3

TIKTOK TRUTH

Don't be afraid of using video to build *connection*

Virality isn't polish or waiting until it's perfect. It's also not predictable.

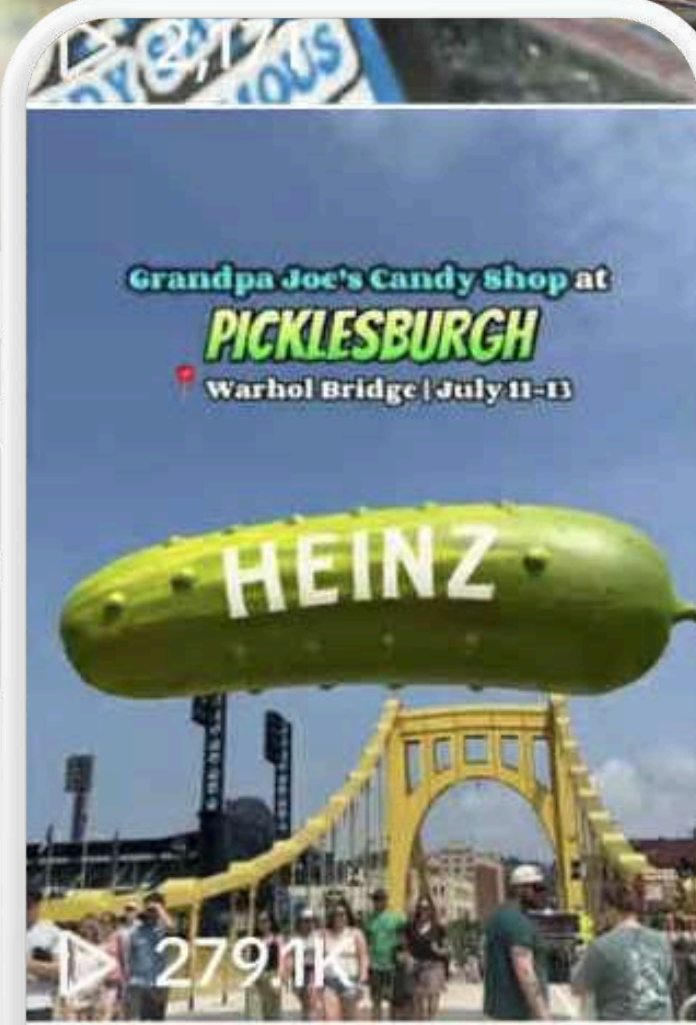
It's:

Relatability

Emotion

Story

Be human. Show up. Have fun.



TIP 4

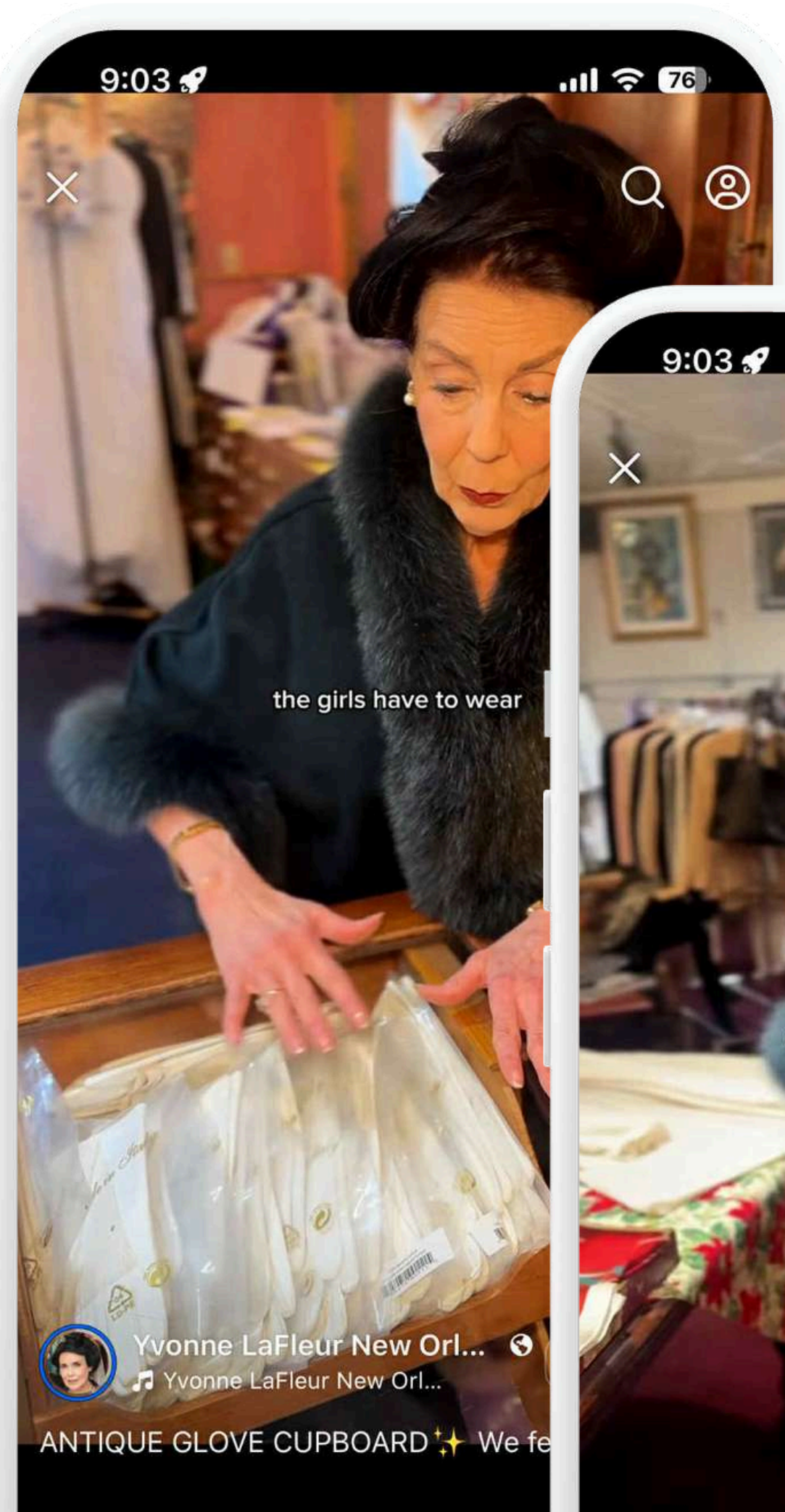
Connection is the Secret Sauce

Know, like, and trust

Makes people feel something. Not about you, but about how they see themselves.

You're holding up a mirror.

Yvonne LaFleur New Orleans



TIP 5

STORY > SELLING

Stories lower defenses.

Selling triggers evaluation.

Connection opens the door.

TIP 6

CONSISTENCY

Repetition builds
recognition.

Familiarity builds trust.

FIVE THINGS TO DO THIS WEEK

1

Choose 3 energy words for your brand

2

Rewrite one piece of copy for feeling

3

Share one real story

4

Thank one past client

5

Audit one touchpoint

THE TRUTH ABOUT MAGNETISM

Magnetism is about being
more you - on purpose.

THANK YOU

NEXT STEPS

Let's stay connected

Download the Slide Deck

Connect with me on LinkedIn

Visit:

www.KateSpeerConnect.com

