



## Craig W. Turner Keynotes Fall 2025

### “Fire for All: How AI Lets Small Business Wield Big-Company Power”

*Prometheus brought fire - Craig brings AI. Spark the next growth surge for every Main-Street entrepreneur in the room.*

#### Synopsis

For decades, Fortune-500s enjoyed tech advantages that mom-and-pop shops could only envy. Generative AI flips that script. Using the Prometheus myth as a launchpad, Craig shows owners how to grab the “fire” of AI and forge big-company capabilities - rapid content creation, predictive selling, automated service - on a shoestring budget. No hype, no jargon, just four live “sparks” that prove what’s possible **today**.

#### Perfect For

- Small-business conferences & expos
- SBDC / SCORE events
- Entrepreneur tracks at major trade shows
- Economic-development kickoffs looking to energize their local business base

#### Audience Walks Away With

- **Four Sparks Framework** - content, prediction, automation, CX magic
- A 30-day “Spark Sheet” of step-by-step experiments
- Myth-busting answers to the top three AI fears blocking adoption

## **Signature Moment**

“Lightning Funnel in Five Minutes” - Craig calls for a volunteer’s product or service, then, live on stage, maps a three-step email funnel (awareness → consideration → conversion), drafts attention-grabbing subject lines and persuasive copy for each stage, runs the sequence through AI deliverability and engagement optimization, and hands the participant a ready-to-send campaign - the five-minute timer sounds.

## **Formats & Lengths**

- Keynote (30-60 min)
- OPTIONAL: Half-day action lab pairing the keynote with guided hands-on setup

## **Tech Needs**

HD projector, audio, reliable Wi-Fi. Craig supplies his own laptop and clicker.

## **Booking / Info**

craig@momentumhub.ai | 716-713-7686

<https://www.momentumhub.ai/book-craig-ai-keynote-speaker/>