



three moons collective

transform your brand



Shannon Guild
Strategist. Coach. Speaker.

After spending 15 years in various strategic planning roles at a Fortune 100 financial services firm, Shannon left to pursue her true passion: helping purpose-driven entrepreneurs grow their businesses and illuminate their brands. Having been directly responsible for starting six entrepreneurial endeavors herself over the last ten years, Shannon has a keen understanding of business planning, branding, implementation, and the roller coaster ride that transpires along the way. Wearing the many hats of all things strategy at Three Moons, Shannon helps clients define and simplify their who, what, where, when, how, and most importantly, their why. Her happy place is translating those foundational discoveries into core messages, offerings, and experiences for brands and individuals alike.

Signature Talks

The Purpose-Driven Business Plan: Bringing Your Vision To Life

You've got passion for what you do, but do you truly have a plan? This is not your standard schpeel about business planning, but an inside-out view of defining success on your own terms. Learn what it really takes to bring your dreams to fruition. View presentation preview at:

threemoonscollective.com/speaking

Storytime: Building The Heart + Soul Of Your Brand

Discover how to define the core elements of your brand so you can show up authentically in today's crowded market. This presentation is best suited for entrepreneurs who do not currently have a brand strategy in place and are looking to create one. Accompanying workbooks are available.

The 7-Second Hook: Clarifying Your Message For Business Growth

When someone asks you what you do for a living, how do you respond? You only have seven seconds to capture someone's attention before they tune you out. But how do you sum up everything you offer in such a short amount of time? Learn the framework for creating a simplified one-liner for your business that will help you attract your audience with confidence.



Testimonials

Shannon Guild brings to her presentations the perfect combination of nuts & bolts tools for real-life business plans, and the heart and soul to make her talks human and relatable. She doesn't tiptoe around the hard parts of owning a business, but leaves audiences leaning in and wanting more.

- Johanna Walker, Storytelling Expert & Coach

Shannon's presentation was both engaging and entertaining. Her approach to business planning is fresh, authentic, and wise. She delivers information in an easy, understandable way. I left her workshop inspired to take my business to the next level - on my own terms.

- Jill Krush, Licensed Professional Counselor