

# STEFANIE COUCH

## THE MEDIA PLAYBOOK

How Independent Retailers Can Use Storytelling to Stand Out in a Crowded Market

**Every retailer in this channel has a story worth telling. Most never tell it.**

They assume media is for big brands with marketing departments and PR budgets. They wait until they feel ready, or credible enough, or until something newsworthy happens. And in the meantime, they stay invisible while competitors who are no better but far louder capture the attention, the talent, and the deals. Media is not a luxury. For the independent operator, it is leverage.

The building materials and home improvement channel has always run on relationships. But buying behavior has changed. Buyers research before they call. Vendors evaluate before they partner. Talent decides before they apply. Media is how you show up in all of those moments before you ever get the chance to make your case in person.

**Stefanie Couch, founder of Grit Blueprint, will show attendees how to use podcasts, video, and social content to build authority, deepen vendor relationships, and attract customers who already trust them before they walk through the door. This is not about going viral. It is about being found, being remembered, and being chosen.**

**YOUR STORY IS ALREADY YOUR COMPETITIVE ADVANTAGE. MOST OPERATORS JUST NEVER TELL IT. MEDIA IS NOT MARKETING. FOR THE INDEPENDENT OPERATOR, IT IS LEVERAGE.**

## KEY AUDIENCE TAKEAWAYS

### 1. WHY MEDIA IS NO LONGER OPTIONAL

Relationships have always driven this channel. Media is how you build them at scale. This session makes the case for why storytelling is now a core business function, not a marketing afterthought.

### 2. YOUR ONE STORY

Identify the story your business is uniquely built to tell and the right format to tell it in based on your bandwidth and your audience.

### 3. THE ZERO BUDGET CONTENT SYSTEM

A repeatable approach to building credibility with customers, vendors, and future hires without a marketing department behind you.

**Stefanie Couch is a business and brand strategist and a trusted voice in the building industry. Raised in a family hardware and lumber business and shaped by a decade inside a Fortune 500 distribution company, she understands how this industry works from the ground up to the executive level.**

**She co-founded Grit Blueprint with her husband, helping companies and leaders become the unmistakable choice through stronger visibility, sharper messaging, and real execution.**

**Stefanie is known for bold thinking, clear direction, and turning ideas into action. She helps leaders show up with authority, build trust at scale, and win on purpose.**

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