

Shelby McFarland

Author, Marketing Expert, Podcaster & Entrepreneur

Shelby McFarland is a marketing strategist, speaker, author, and entrepreneur from Little Rock, Arkansas. Over the past 15 years, she has helped over 500 business owners across the country build brands that attract customers and create lasting connections.

As the CEO of The Marketing Broker, she has grown her agency into a trusted partner for small businesses through creative digital marketing and strategic visibility. As an entrepreneur, Shelby shares the lessons, challenges, and mindset shifts that have shaped her journey both personally and professionally.

Through her books, "Market Like a Boss" and "Hustle Like a Boss", Shelby empowers entrepreneurs to market with confidence and build businesses with purpose. Her passion for educationg shines through her speaking, where she shares practical marketing advice alongside the personal lessons she has learned along the way. She is a relatable and inspiring voice for business owners and leaders alike.

SIGNATURE TOPICS

- ✓ Business Marketing
- ✓ Leadership & Mindset
- ✓ Women Empowerment
- ✓ Personal Development
- ✓ Business Success and Growth
- ✓ Motherhood & Entrepreneurship

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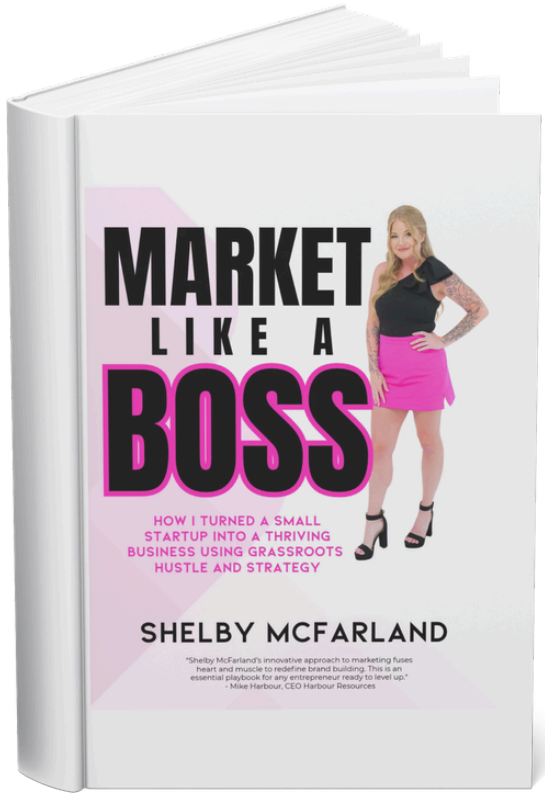
About the Book

Market Like a Boss is a practical, motivational guide for entrepreneurs who want to build real brands, not just chase trends. Shelby breaks down modern marketing into actionable steps, from content creation and social media growth to brand storytelling and customer experience.



“SHELBY HELPED ME STOP WASTING TIME ON RANDOM POSTS AND START BUILDING A REAL BRAND. THIS BOOK IS LIKE HAVING HER IN YOUR BACK POCKET—DIRECT, PRACTICAL, AND MOTIVATING. IF YOU’RE SERIOUS ABOUT GROWING YOUR BUSINESS, READ IT.” - DAVID MEINTS, CEO OF MEINCO WASTEWATER SYSTEMS (WWW.MEINCOWASTEWATER.COM)

"SHELBY DOESN’T JUST TEACH MARKETING, SHE TEACHES HEART-LED MARKETING. MARKET LIKE A BOSS SHOWS ENTREPRENEURS HOW TO BLEND STRATEGY WITH AUTHENTICITY—A RARE AND POWERFUL COMBINATION THAT EVERY BUSINESS OWNER NEEDS." - CHRISTINA WILLIAMS, PR & MARKETING PROFESSIONAL (CHRISTINAWILLIAMSCONSULTING.COM)

“SHELBY HAS BEEN A RELIABLE REFERRAL PARTNER WHOSE STRATEGIES CONSISTENTLY GENERATE MEASURABLE RESULTS. MARKET LIKE A BOSS CAPTURES HER PROVEN APPROACH, MAKING IT AN ESSENTIAL RESOURCE FOR ANY BUSINESS OWNER SERIOUS ABOUT GROWTH.” BOB SAHR, CEO OF GAMETIME, GLOBAL LEADER IN VINYL GRAPHIC TECHNOLOGIES AND POLYURETHANE COATINGS TECHNOLOGIES (GAMETIMEWRAPS.COM)

“MARKET LIKE A BOSS” IS A MUST READ ESPECIALLY FOR NEW ENTREPRENEURS AND BUSINESS OWNERS. SHELBY’S MESSAGE OF CONSISTENCY, CLARITY, AND HAVING A PLAN IS THE FOUNDATION FOR MARKETING & PR. SHE TAKES COMPLEX STRATEGIES AND EXPLAINS THEM INTO SIMPLE ACTIONABLE STEPS. THIS IS A PLAYBOOK THAT WORKS IN THE REAL WORLD.” MICHELLE RUPP, EMMY AWARD-WINNING JOURNALIST, STORYTELLER, 20+ YEARS MARKETING

About the Book

Hustle Like a Boss is an inspiring and honest look at Shelby McFarland's journey as an entrepreneur, from building her business to navigating the challenges of growth and leadership. Through her personal experiences, Shelby shares the lessons, mindset shifts, and determination it takes to overcome obstacles, believe in yourself, and build a business and life you're proud of.



BUILDING A BUSINESS IS ABOUT MORE THAN HAVING A GREAT IDEA. IT REQUIRES THE WILLINGNESS TO TAKE RISKS, MAKE DIFFICULT DECISIONS, AND KEEP PUSHING TOWARD YOUR GOALS. IN HUSTLE LIKE A BOSS, SHELBY MCFARLAND EXPLORES THE REALITIES OF ENTREPRENEURSHIP AND WHAT IT MEANS TO CREATE SUCCESS ON YOUR OWN TERMS.

DRAWING FROM HER EXPERIENCE AS A BUSINESS OWNER, SHELBY OFFERS READERS A RELATABLE PERSPECTIVE ON THE DEDICATION AND RESILIENCE THAT COME WITH RUNNING A BUSINESS. HER MESSAGE SPEAKS TO ENTREPRENEURS WHO ARE READY TO CHALLENGE THEMSELVES, STEP OUTSIDE THEIR COMFORT ZONES, AND TAKE OWNERSHIP OF THEIR FUTURE.

WHETHER YOU ARE JUST STARTING OUT OR LOOKING FOR RENEWED MOTIVATION IN YOUR BUSINESS, HUSTLE LIKE A BOSS ENCOURAGES YOU TO APPROACH YOUR GOALS WITH INTENTION AND CONFIDENCE. SHELBY REMINDS READERS THAT SUCCESS IS NOT ABOUT HAVING EVERYTHING FIGURED OUT. IT IS ABOUT TAKING ACTION, STAYING TRUE TO YOUR VISION, AND CONTINUING TO BUILD TOWARD THE LIFE YOU WANT.

WHAT YOU'LL DISCOVER

- **THE MINDSET NEEDED TO PURSUE YOUR ENTREPRENEURIAL GOALS**
- **HOW TO APPROACH CHALLENGES WITH CONFIDENCE**
- **THE VALUE OF TAKING OWNERSHIP OF YOUR SUCCESS**
- **WAYS TO STAY MOTIVATED THROUGH THE REALITIES OF BUSINESS OWNERSHIP**
- **HOW TO DEFINE SUCCESS ON YOUR OWN TERMS**

SPEAKING TOPICS

KEYNOTES / PODCASTS / TV / RADIO

- ***The BOSS Mindset: Leading with Confidence and Purpose***

Shelby's BOSS framework, Bold, Opportunistic, Strong, and Service Minded, and how shifting your mindset can change the way you lead and approach business.

- ***Market Like a Boss: Turning Passion into Profit***

How small business owners can build a strategic marketing approach that attracts the right audience and supports real business growth.

- ***Hustle Like a Boss: The Real Journey of Entrepreneurship***

An honest and motivating look at the realities of building a business, navigating challenges, and finding the confidence to keep pursuing your vision.



Book Shelby

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Available nationwide + virtual engagements