

BRIAN SMITH | FOUNDER OF UGG

STRONG FRANCHISE BRANDS GROW WITH STRONG ENTREPRENEURS.

Franchisees bring the larger brand to life every day through the customers they serve, the teams they lead, the relationships they build, and the businesses they grow.



WHY THE UGG STORY CONNECTS WITH FRANCHISEES

CUSTOMER LOYALTY • GROWTH • RESILIENCE • LEADERSHIP • BRAND BUILDING



28 PAIRS
OF BOOTS



BILLION-DOLLAR
GLOBAL BRAND

Built one customer, one relationship, and one stage of growth at a time.

WHAT FRANCHISEES TAKE BACK TO THEIR BUSINESSES

Stronger
Customer
Connection

Clarity for
Every Stage
of Growth

Resilience
Through
Setbacks

Renewed Local
Brand
Leadership

*When franchisees
grow stronger,
the whole system
benefits.*



BRIAN SMITH

FOUNDER OF UGG • ENTREPRENEUR
BESTSELLING AUTHOR • INTERNATIONAL KEYNOTE SPEAKER

Brian Smith built the foundation of UGG navigating years of setbacks, reinvention, and growth along the way.

Today, he brings that entrepreneurial journey to franchise audiences through memorable stories and practical lessons in customer connection, resilience, leadership and building a brand that lasts.

Book Brian to speak:

Brian@BrianSmithSpeaker.com 760-917-2988

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“The second he comes on the stage, he has instant credibility. I have to salute and applaud his fabulous stories with a lot of take-home value.”

HARVEY MACKAY

#1 New York Times
Bestselling Author & Businessman

Forbes

Entrepreneur

SUCCESS

Inc.

npr
HOW I BUILT THIS

BUSINESS
INSIDER

HARVARD
UNIVERSITY

A STORY THEY'LL REMEMBER. LESSONS THEY'LL USE.

REAL
STORIES.
PRACTICAL
INSIGHTS.
LASTING
IMPACT.

*Brian's business was different.
The entrepreneurial challenges were not.*

Franchise owners recognize their own challenges in
Brian's story because he has lived them.

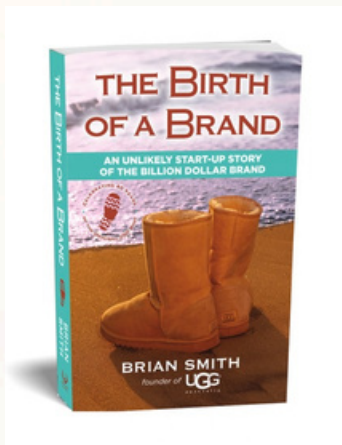
*They laugh.
They groan.
They leave
re-energized
about creating
long-term success.*



YOU CAN'T GIVE BIRTH TO ADULTS

Great businesses develop in stages.

Brian's signature philosophy gives entrepreneurs perspective
on where they are, what that stage requires and how to lead
through what comes next.



THE ENTREPRENEURIAL JOURNEY BEHIND THE LESSONS

In 1978, Australian-born surfer Brian Smith came
to California with a vision and just 28 pairs of
sheepskin boots.

Early sales were slow, cash was scarce, and
rejection was constant. He kept going, building
through grassroots marketing and a deep
connection with customers. This entrepreneurial
journey became the foundation for what was
now a globally recognized lifestyle brand.

Today, Brian brings decades of experience to
audiences around the world as a bestseller
author & international keynote speaker.

WHAT FRANCHISEES LEAVE READY TO APPLY

- 01 BUILD CUSTOMER LOYALTY**
Create connection and loyalty
beyond the transaction.
- 02 NAVIGATE GROWTH STAGES**
Recognize what each stage requires.
- 03 TURN SETBACKS
INTO MOMENTUM**
Meet rejection and uncertainty with
resilience.
- 04 LEAD THE BRAND LOCALLY**
Strengthen their role as business
owners and brand stewards.
- 05 RE-ENERGIZE THEIR
ENTREPRENEURIAL SPIRIT**
Return to the belief and ownership
mindset for long-term success.

BEYOND THE STAGE

Brian makes himself personally available
to interact with franchisees before and
after the keynote, creating an experience
that feels personal and memorable.

BRING BRIAN SMITH TO YOUR NEXT FRANCHISE CONFERENCE

**ENTERTAINMENT WITH A BUSINESS
& EDUCATIONAL PUNCH.**

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