

KATIE READ



The
Buy-
Haviorist

AS FEATURED IN

Forbes

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- Buyer Psychology Consultant and Trainer
- Creator of the Castle Guard Framework™

About Katie:

Katie Read spent 20 years in clinical psychology before turning her lens entirely to buyer behavior. She created the **Castle Guard Framework™**, a research-backed diagnostic that identifies which of four psychological guards is blocking a sale. **She built her first business to seven figures in year one** using her own buyer psychology principles. **An AI/Psych expert**, Katie was recently **featured in Forbes** discussing how her AI Living Personas™ are deepening brands' understanding of buyer psychology. She now consults with and trains marketing teams at brands facing stalled conversion rates.

Of Note:

- 20 Year Psychology Career
- 7 Figure Year One Solo Founder
- Trained Intel Teams
- Experienced Conference Speaker, Podcast Guest, & Workshop Leader

One of the best trainings I've ever had. So efficient, impactful, and applicable.
-Senior Manager, Intel

Topic Ideas:

- Overcoming the 4 Micro-Nos that can Quietly Kill Your Conversions
- How AI is Helping Smart Brands Understand Customers
- Diagnosing Your Stuck Conversion Rate Quickly

They'll Learn:

- Why buying is four psychological decisions, not one--and which one brands always ignore.
- How a single ad comment cost one brand thousands (and the four-second fix).
- How to identify which guard is most likely causing a No in their category
- A practical AI prompt they can run on their own marketing the same day

Katie Read
Main

Buyer Psych
Framework

Living
Persona™ AI

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