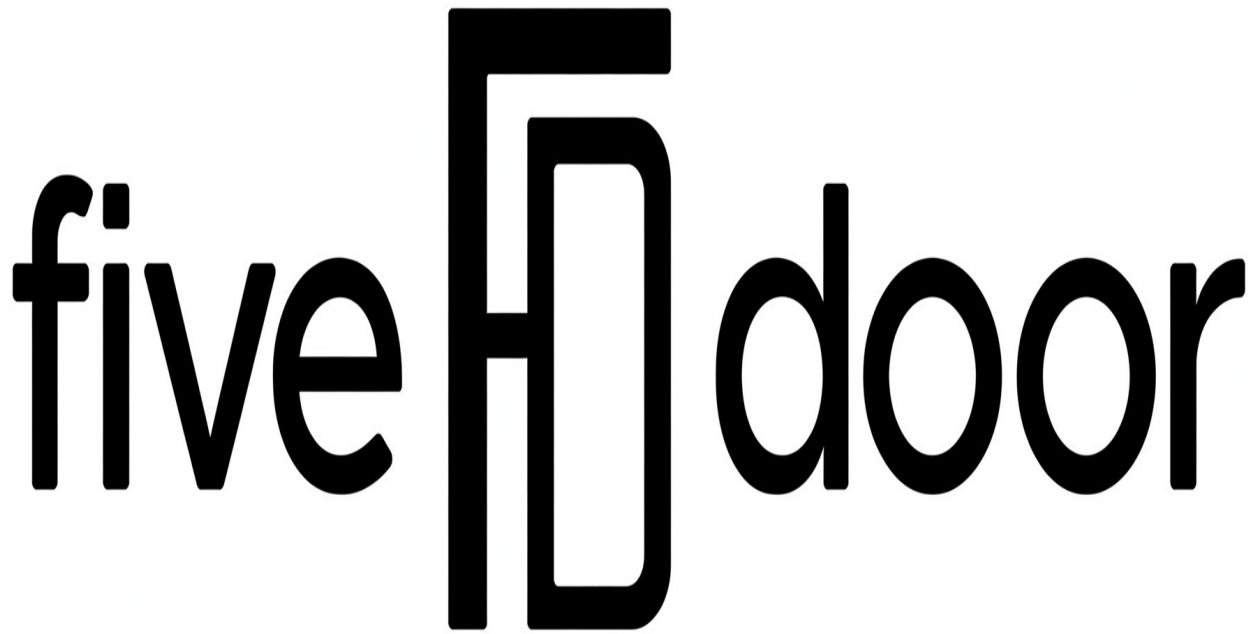




Five Door Media Founder Invited to Teach AI Visibility at 1 Layer Deep Execution Labs

June 18, 2026

Kokomo, Indiana - June 18, 2026 -

Home service industry leader Libby DeLucien selected Five Door's Drew Larison to present AI visibility strategies to growth-focused business owners and CEOs.

Five Door Media announced that founder Drew Larison was invited by home service industry leader Libby DeLucien to present on AI Visibility at 1 Layer Deep Execution Labs, an exclusive leadership event held June 5-6, 2026, in Easton, Pennsylvania.

The event brought together approximately 40 to 50 home service business owners and CEOs from across the country for collaborative learning, strategic planning, and peer-to-peer discussions focused on business growth and leadership. Larison was invited to lead a session on AI Visibility, sharing practical guidance on how service businesses can improve their discoverability as consumers increasingly turn to AI-powered search tools and assistants to find local providers.

As founder of Five Door Media, Larison works with home service businesses to strengthen their online presence through strategic digital marketing and local search optimization. His presentation focused on

helping business owners understand how artificial intelligence is changing consumer search behavior and what companies can do to remain visible in an evolving digital landscape.

"It was an honor to be invited by Libby and the 1 Layer Deep team to share insights with such a strong group of operators," said Larison. "The conversations throughout the event reflected the level of commitment these business owners have to continuous improvement, leadership development, and long-term growth."

Larison was the event's only marketing-focused presenter, offering attendees a perspective on how emerging AI technologies are reshaping local search and customer acquisition. His session focused on helping business owners understand how to adapt their marketing strategies as search behavior continues to evolve.

"AI is changing the way consumers discover local businesses, and many owners are looking for practical guidance on how to adapt," Larison said. "My goal was to provide actionable strategies that home service companies can begin implementing immediately to strengthen their visibility in AI-powered search experiences."

The session explored the growing influence of artificial intelligence on consumer search behavior and highlighted strategies businesses can use to improve visibility across both traditional search engines and emerging AI-powered platforms. Attendees also discussed how changing technology is creating new opportunities for service-based businesses willing to adapt their marketing efforts.

1 Layer Deep Execution Labs were created to help home service business owners build stronger companies through strategic leadership development, operational excellence, and peer collaboration. The event is part of the broader 1 Layer Deep community founded by DeLucien, a respected entrepreneur, speaker, and educator within the home service industry.

"Drew brought valuable insight to the conversation around AI visibility and how emerging technologies are influencing customer discovery," said DeLucien. "Our attendees appreciated the practical, real-world strategies he shared during the session."

For Five Door Media, the invitation reflects the growing importance of AI visibility within the home service sector and the company's ongoing commitment to helping business owners navigate emerging opportunities in digital marketing. As businesses increasingly realize the potential of technology, understanding AI's role becomes essential for growth and adaptation in a dynamic marketplace.

About Five Door Media

Five Door Media is a digital marketing agency specializing in helping home service businesses increase

visibility, generate qualified leads, and grow through strategic digital marketing, local search optimization, and AI visibility strategies. Based in Kokomo, Indiana, the company serves home service businesses throughout the United States.

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Five Door Media

Our marketing framework is designed to diagnose and fix issues in paid ad campaigns across platforms. Our team identifies five key "doors" that potential customers must go through before becoming paying customers.

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