

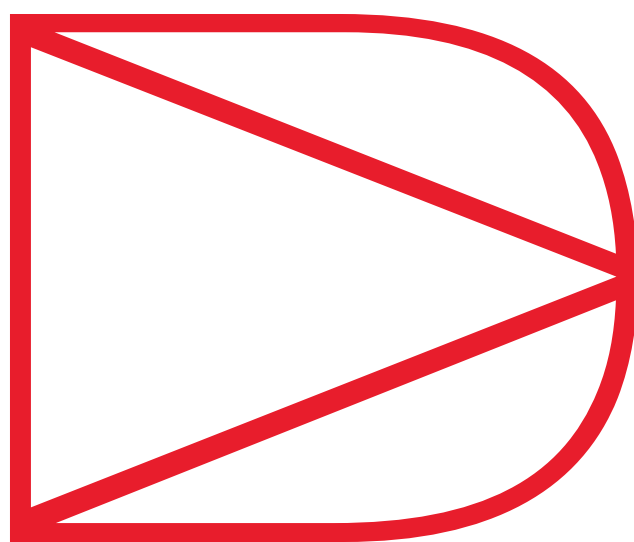
DRIVEN

THE EVENT

HOME EDITION

JUNE 17-19, 2020

MY WORKBOOK



WELCOME MESSAGE FROM SUZANNE EVANS



WELCOME TO DRIVEN THE EVENT HOME EDITION!

I'm Suzanne Evans and I'm so excited to be your leader through this incredible journey. This will be a 3-day, knock-your-socks-off experience where you're going to layout your business blueprint, strategize with me and our amazing coaches, and implement your 6 or 7 figure business plan.

I want you to completely carve out June 17-19. Plan to be with us all day. Think of this as you would an in-person event where you flew out to be with us.

This is not a webinar. This is not just training. This is not a Facebook Live.

This is a 3-day interactive, connected experience. You're going to be with me and my trainers on the main stage. You're going to be in breakout rooms with fellow participants. You're going to have one-on-one time with our experienced coaches.

So you need to be here all three days. In fact, you need to register for the event on June 16 just like you would at an in-person event at a hotel. Because we have cool stuff to give you and tell you. We'll check your technology at this time, too.

You have received an email with your login information to the event portal. This is where all the information is. The portal will help you navigate where to go, what rooms to go in, and much more.

I'm so thrilled you'll be joining us for Driven The Event: Home Edition.

♥ Suzanne



ATTENDEE GUIDELINES

Here are guidelines for how to show up and make the most of the event while respecting your fellow participants, the Driven Inc Team, and the entire Driven The Event Home Edition!

JOIN US IN THE EVENT PORTAL

Our team has set up a one-stop-shop for all this related to Driven The Event: Home Edition. In this portal, you'll have access to the live-session rooms, our virtual customer service desk, and additional resources and downloads.

The portal is accessible by visiting www.driventheevent.com/login.

An email with your username and password was sent to you when you signed up for the event.

STAYING ON SCHEDULE

A reminder that this is not a regular virtual event, webinar, or telesummit. This is a live virtual experience, and for you to get maximum Return on Investment (plus support fellow participants) you need to be with us in order to make the most of it! YOU are an important part of the experience. Now, more than ever before, we are counting on you to be present. There are no replays, so make sure you block the time on your calendar and join us for all sessions over the course of these 3 days.

BEING PRESENT

Cut out distractions and really listen to the speakers. Being present is the best gift you can give yourself! Resist the urge to take tons of notes (versus listening for and capturing your takeaways), keep your phones on do not disturb, and turn your email notifications off to minimize distractions. If you have children, set up a play area where you can keep an eye on them while they are self-entertaining.

CLARITY

Less clutter, more clarity. We believe the less clutter, the easier it is to learn. Keep your workspace tidy and comfortable. It's especially important right now to wash your hands regularly and keep your work area disinfected.



ATTENDEE GUIDELINES

WEBCAM ETIQUETTE

Since this is a live INTERACTIVE event, we want to make sure we see your smiling faces! We ask that you enable your webcam during the event so speakers will be able to see you and feel your energy. This step goes a long way to making these three days one of the most fun and valuable virtual experiences you've EVER been a part of. No voyeurs allowed! Be aware of your surroundings. For example, if you need to use the restroom during the live sessions and you take your computer with you so you can still hear us, be sure to turn off your audio and video.

YOUR BEST YOU

Listen to your body and make sure you are making the best decisions to remain focused and to make the most of your event experience. Get restful sleep, eat nutritious options, and stay hydrated and caffeinated!

NETWORKING

Take the time during networking breaks to connect with your fellow attendees.

QUESTIONS

There will be an opportunity to post questions for Suzanne and the team to see, and dedicated time to interact with each other during the three days. Post your questions succinctly, including only the relevant details to get the best possible answer.

DRIVEN REWARD DOLLARS

Throughout the event, you'll have the opportunity to earn Driven Reward Dollars! Earn points to be eligible to win prizes, gift cards, and even cash. The leaderboard in the portal will be going live a week before the event, so stay tuned!

HELP DESK & SUPPORT

The team will be available to live chat during all the sessions. If you have any questions you can contact the team at help@driveninc.com.



SCHEDULE

All times in US Eastern Time

Registration for the Event

Tuesday, June 16 from
12:00pm to 6:00pm

You register during these times
in the portal.

General Sessions

10:00am to 5:00pm
(Wednesday and Friday)

10:00am to 8:15pm (Thursday)

Breakout Sessions to Network and Engage with Others

Multiple times throughout
the event

Lunch Breaks

Approximately 1:00pm

SPECIAL ADDITIONAL SESSIONS FOR ALL-ACCESS VIP PARTICIPANTS

Connect & Convert Mastermind

Tuesday, June 16 from
6:00pm to 7:30pm

Lunch & Learn Sessions

Wednesday, June 17 and Thurs-
day, June 18 approximately 1pm

Bedtime Bonus Session

Thursday, June 18 from
7:00pm to 8:15pm



**YOU CAN GO
FURTHER
THAN
YOU THINK**



BEING AN ENTREPRENEUR IS NOT AN EASY PATH, **WE'RE HERE TO HELP YOU.**

Being an entrepreneur is not an easy path. We're here to help you.

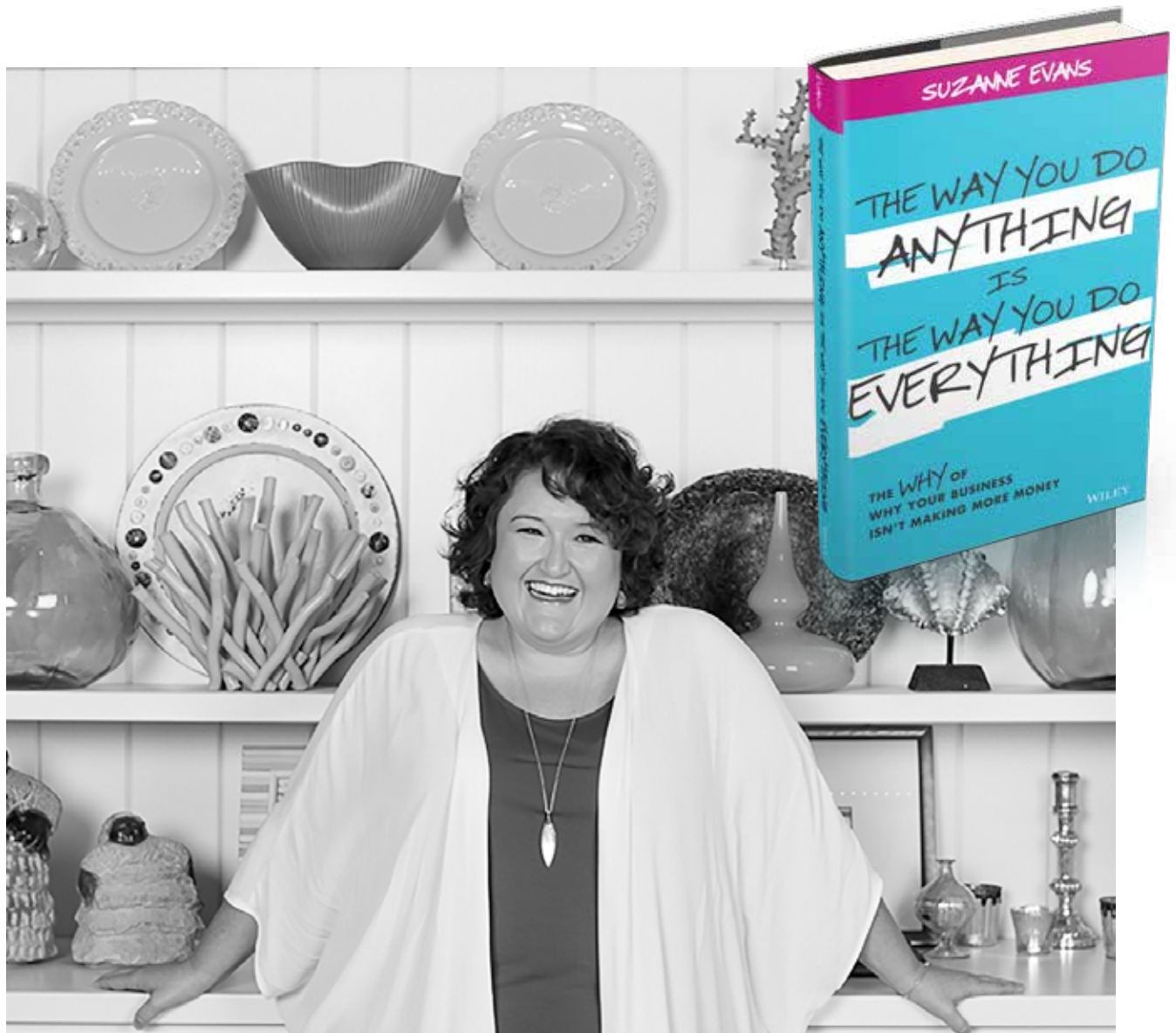
This event will inspire you and confront you. Challenge you and support you. At this event and in our programs you will have a community of people you'll call your community for the rest of your life.

Do you want to create more wealth and freedom for yourself and learn about things that matter most to you? Do you want to make more money and find out how to make a bigger impact? Are you committed and driven to make it happen?

If your answer is "yes" you're in the right place.

We believe we need people who can shake the world, rock their life, and go out and do meaningful work. We are committed to creating a platform for you to grow, share, and profit on your business journey.





WHERE IT ALL BEGAN



Suzanne Evans, owner and founder of Driven Inc, is the “tell-it-like-is”, no fluff boss of business building. She provides support, consult, and business development skills to the over 40,000 entrepreneurs enrolled in her wealth and business building programs. Having gone from secretary to surpassing the seven-figure mark herself in just over 3 years, she has supported her clients to multi 6 & 7 Figure businesses. In addition to hosting several sold-out live events a year, Suzanne launched The Give Movement, a not-for-profit serving women worldwide in education, entrepreneurship, and equality.

But those are just the sexy facts. If you want to know the “why” behind starting her own business, look no further than 2007, when while working a day job behind the scenes on Broadway, she looked over her credit card statements and realized it would take 21 years to pay off her debts. Right there and then she decided the only way to create the life she wanted was for her to take immediate action.

Suzanne opened up shop inside Whole Foods Market. Literally. Emboldened by her ability to get clients in what was the least likely of places (between the bananas and tomatoes), she realized that her success in business would depend on her ability to master marketing and sales, and inspire clients to “share their mess” as a pathway to getting clients and making money.

And inspire she has, growing Driven Inc from its humble beginnings inside a 350 square foot apartment in Manhattan to a sprawling 3,000 square foot office, being on the Inc 500/5000 for 5 years straight and working with clients around the world. As the head of a growing multi-million dollar business, Suzanne and her team, based in Chapel Hill, North Carolina, are dedicated to helping entrepreneurs heal their shame about money, creating “movements that matter”, and building successful, profitable businesses.



THE DEFINITION OF BUSINESS



**An organization or economic system
where goods and services are
exchanged for money.**

Every business requires some form of investment
and enough customers to whom its output can be
sold on a consistent basis in order to make a profit.



THERE'S A BIG DIFFERENCE BETWEEN STRATEGY AND TACTICS

STRATEGY

A strategy is a plan of action designed to achieve a long-term, overall aim.

TACTIC

A tactic is a specific task or tool used to achieve an immediate goal.

1. KNOW WHAT YOU WANT.

2. HAVE A MAP THAT SHOWS HOW TO GET IT.

3. TAKE CONSISTENT ACTION.

RIGHT NOW - RIGHT AFTER - FOREVER

BIG WHY:

YOUR PERFECT AVERAGE DAY



44

If there were no limitations, what would your perfect average day look like?

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**IF YOU FIX YOUR
COMMITMENT PROBLEM
EVERYTHING ELSE FIXES
ITSELF.**





Veronique Prins



Moordrecht, Netherlands



Business Mentor - JeZaakVoorElkaar.nl

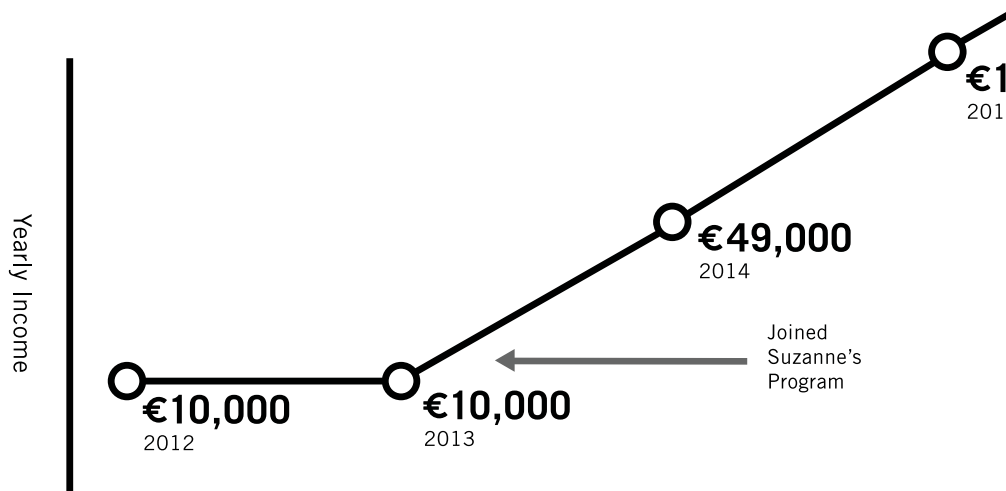
BEFORE WORKING WITH SUZANNE I WAS EARNING €12,000/YEAR. I BEGAN

WITH SUZANNE IN 2014. THAT YEAR I DOUBLED MY REVENUE... AND DOUBLED IT AGAIN IN 2015... AND DOUBLED IT AGAIN IN 2016.

NOW, IN 2020, I'M ON TRACK TO EARN €1,600,000.

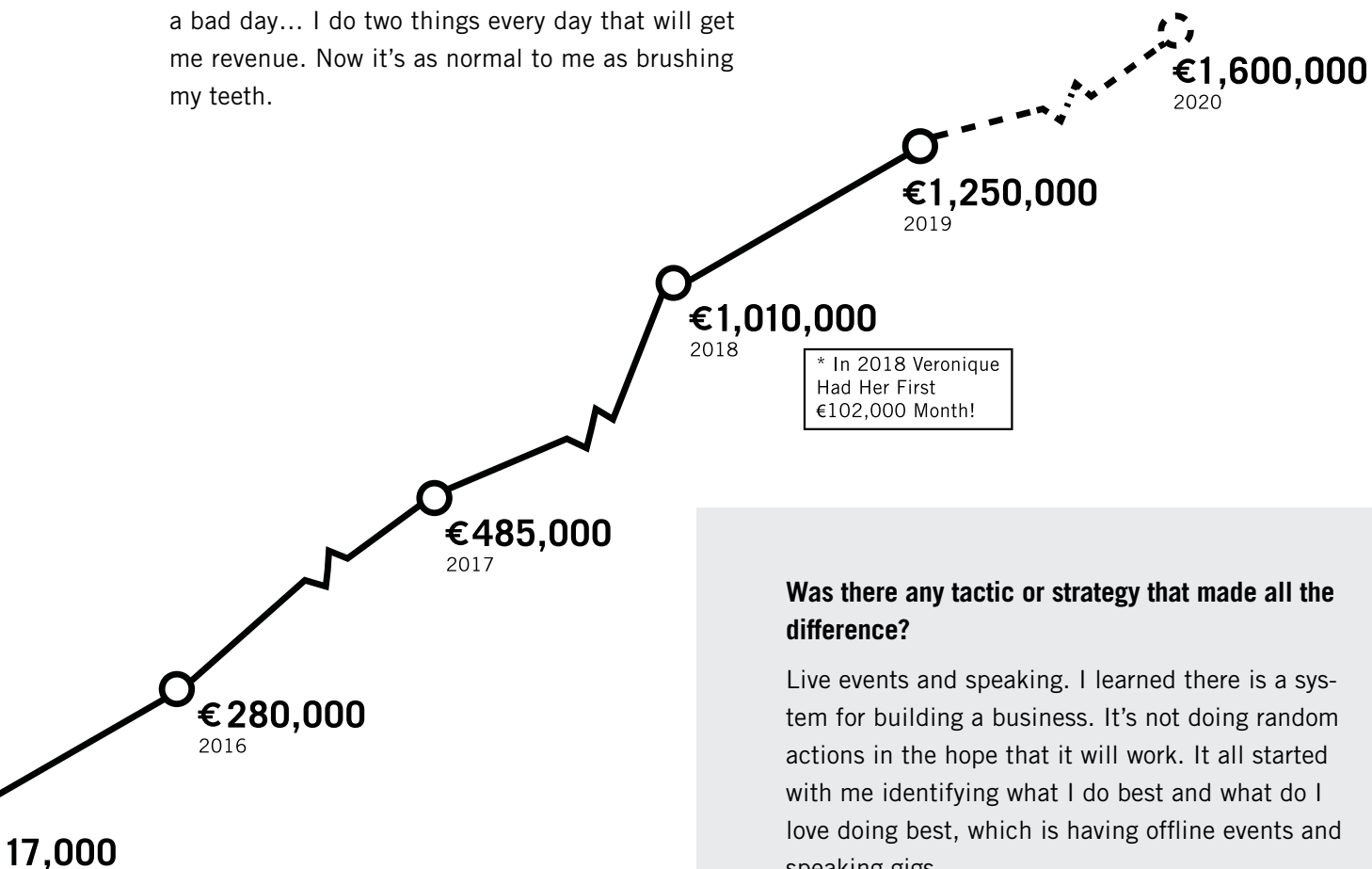
How did you go from €1000 a month to €33,333 a month in 8 years?

I hired Suzanne who was better at building businesses than I was. I fully trusted her. I asked her what I should do and I just did it. Whether I was scared or had never done it before, it didn't matter. If she said this was the thing to do, I did it.



Is there one skill you learned that made all the difference?

Discipline. I do two revenue-generating activities every single day no matter what... whether I feel like it or not, whether I'm in flow or out of the flow, have a bad day... I do two things every day that will get me revenue. Now it's as normal to me as brushing my teeth.



Was there any tactic or strategy that made all the difference?

Live events and speaking. I learned there is a system for building a business. It's not doing random actions in the hope that it will work. It all started with me identifying what I do best and what do I love doing best, which is having offline events and speaking gigs.

This is what brought me up to speed, especially in the beginning when I had no audience and people didn't know me. I used speaking and other people's platforms to get seen, get known, and get booked.

From there I created my own stage events.

CASE STUDY

What did you fear or resist before but had a breakthrough?

I resisted everything! I resisted online. I hated webinars, but I saw others being very profitable with them. Suzanne said to pick dates and just do them. My first 6 webinars no one attended! My 7th webinar had one person and he didn't stay. The 8th webinar two attended and one stayed, but he didn't ask any questions.

I said, "I'm going to do this until I figure out how it works for me."

Now webinars are one of my biggest revenue-generating activities every month. I average \$30,000 per regular monthly webinar and \$100,000 per webinar during a launch.

It's discipline because I have two webinars booked in my calendar a year in advance now.

It's a system thing. I know I will get freedom if I follow the structure and system of my calendar. I don't have to think about what to do next to reach my income goal. I figured out what works for me and I do them. Now it's so easy.

Finish this statement, "I have my own business because..."

No employer would like to have me! I'm way too stubborn to work for a boss. I work more than I ever would for a boss, but I earn way more, too. I must do things my own way - there's no other way to live my life.



Best "right now" strategies during this time in 2020...

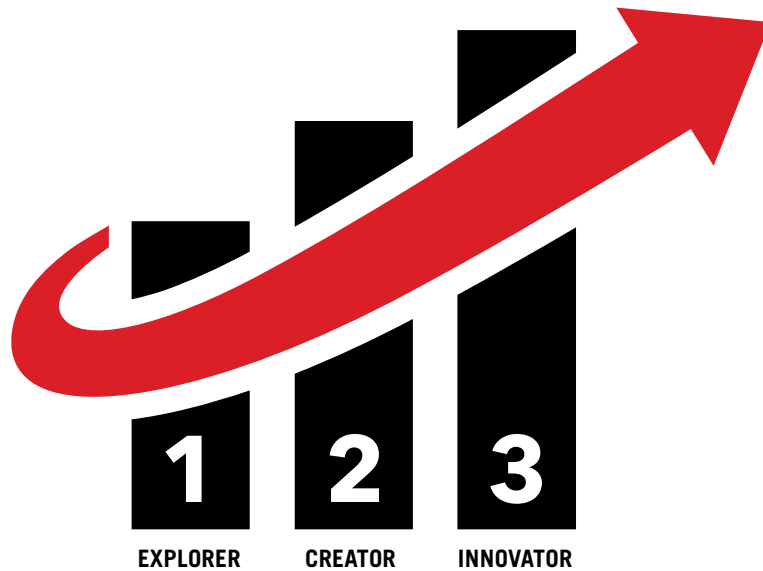
I kept doing what I was already doing but I do it online now instead of offline. I became WAY more visible and served my audience even more. I did more webinars and live streams to help give them hope and direction.

My conversions are now better with virtual events than they were for my in-person events.



3 STAGES OF BUSINESS GROWTH

Focus on getting results where you are in your business right now. Move towards what's next.
Have a strategy for the future.



1. 

EXPLORER

"Figuring it out"

Your Goal: Get proof of concept - make 8 paid sales.

2. 

CREATOR

"Working it out"

Your Goal: Get consistent income - have 4 months of consistent or growing income making at least \$5,000 every month.

3. 

INNOVATOR

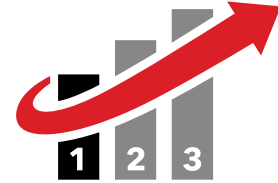
"Rocking it out"

Your Goal: Grow & scale - have 4 months of consistent or growing income making at least \$10,000 every month.

What stage is your business right now?



STAGE 1 - EXPLORER: FIGURING IT OUT



Goal:

Get proof of concept - 8 paid sales.

Business Model:

You should only focus on ONE core offer and a down-sell. Don't try to do more than that.

Leads:

You should tell 50 people a week what you do. Focus on face-to-face conversations.

- 1-2 speaking gigs a month
- 4+ networking events a month
- 1 sponsorship a quarter
- Ask everybody for referrals

Sales:

In the beginning, you might only have a 10% close rate.

That's why you need more volume of leads.

Software:

CRM

Team:

Bookkeeper/CPA

Primary Focus:

Book sales calls. This forces you to get better at talking about the ONE problem you solve.

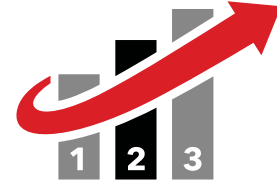
Not a Focus:

Multi-page website, branding, group programs, memberships, digital products, etc.

STAGE 2 - CREATOR: WORKING IT OUT

Goal:

Get 4 months of a consistent monthly income of at least \$5,000/mo.



Business Model:

You might introduce another offer in addition to your core offer and down-sell. This could be a VIP day, group program, small live event, etc.

Leads:

You should tell 50 people a week what you do. Focus on face-to-face conversations and increase your visibility online.

- 1-2 speaking gigs a month
- 4+ networking events a month
- 1 sponsorship a quarter
- Ask everybody for referrals
- Increase your visibility online: social media, Facebook Live, content marketing, video conferences/webinars, podcasting, media, etc.

Sales: Get past a 20% conversion rate.

Software: CRM, Email Management System

Team: Bookkeeper/CPA, Tech and/or assistant VA

Primary Focus: Lockdown your winning formula for consistent income: dial in the lead generation strategies that work best for you.

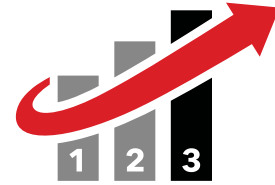
- Increase your close rate.
- Upsell existing clients.
- Develop a basic website.
- Get more active on social media.
- List building: Get a lead magnet and email sequence.
- Nurture: Email your list every 2-3 weeks.
- Establish a basic, initial branding.

Not a Focus: Be careful introducing new programs until you've got consistent income from your current core offer.

STAGE 3 - INNOVATOR: ROCKING IT OUT

Goal:

Achieve 4 months of at least \$10,000/mo.



Business Model:

Maximize profits from your Golden Goose before you start other big projects off-topic from your one proven core offer. Build out your Money Mountain moving forward.

Leads:

More speaking. Less networking at smaller events. More building relationships with other big, industry leaders. Still do sponsorships. More online marketing. Content marketing becomes more and more important as you need to be seen everywhere. At this stage, you can build out a bigger team to help with achieving more visibility online.

Sales: Don't try to outsource sales until you're around \$1 million a year... if at all.

Software: CRM, Email Management System

Team: Bookkeeper/CPA, assistant, tech VA, designer, branding, writer, event planner, etc.

Primary Focus:

- Team building and management: Good luck!
- List Building: You should have a list of over 5,000.
- Personal Nurture: You should become friends with other big industry leaders. You should have a vast Rolodex of centers of influence.
- Email Nurture: Weekly (or at least bi-monthly) newsletter with exceptional content.
- Social media presence

Not a Focus:

Be careful introducing new programs until you've got consistent income from your current core offers.

ADVANCED TIP



Speaking is universally the best way to get the most qualified leads at one time... even smaller, local speaking.

As you get more advanced in business you will use content and online marketing more. But nothing beats standing in front of a room to capture the hottest leads in one swoop! Don't think you need to only speak on big stages. Suzanne still does at least one local speaking gig a month.

CASE STUDY

Kelly Timmerman



Des Moines, Iowa



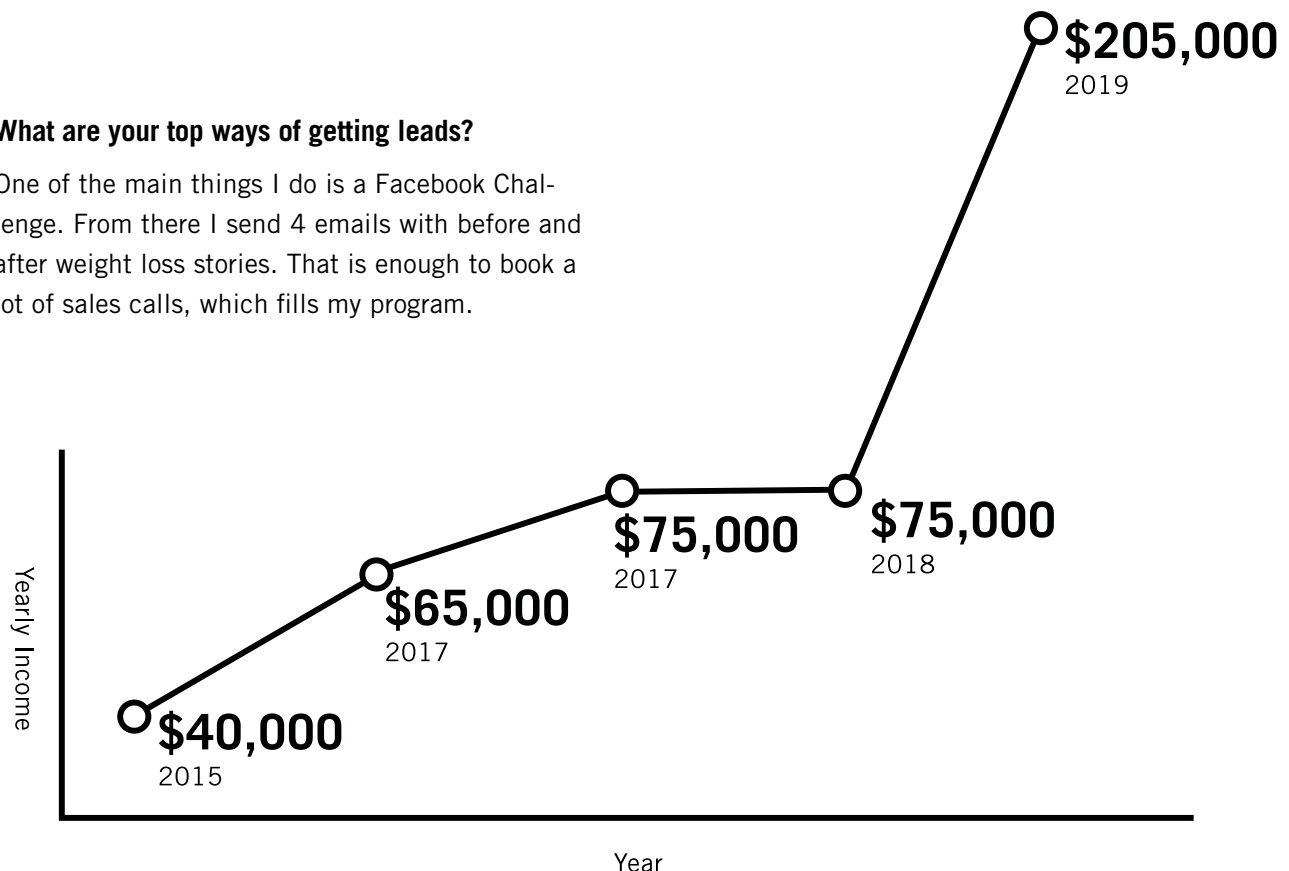
Nutritionist - KellyTimmerman.com

**AFTER BEING STUCK AT
THE SAME INCOME LEVEL
FOR OVER 5 YEARS I**

**DOUBLED MY INCOME IN ONE YEAR... THEN
MORE THAN DOUBLED IT AGAIN.**

What are your top ways of getting leads?

One of the main things I do is a Facebook Challenge. From there I send 4 emails with before and after weight loss stories. That is enough to book a lot of sales calls, which fills my program.



What was your biggest breakthrough?

I used to be super scared of sales calls. But now it's part of my process and I really enjoy meeting people on these sales calls.

What's one of the most important things you've learned?

Self-confidence. Yeah. I've learned I don't need to change who I am, what I do, or what I believe. It's more a matter of getting smart about my business. In the past I would look at other people and think I'm not as good as them or I need to tweak based on what they are doing. And I don't. I just need to be smart about getting out there and selling my programs.

What are you most grateful for?

I used to think I wasn't good enough or my program wasn't good enough, but that wasn't it at all. I just didn't have the right business model in place. I'm teaching what I've always taught. But now it's in an offer sequence I do three times a year, which is much less stressful. I'm making more impact and making more money.

Was there one strategy that made all the difference?

Yes! I redesigned my business model. I used to do a 4-week weight loss program that was burning me out. With Suzanne's help I changed it to 8 weeks and added a second, bigger offer after. Now I launch my 8-week program three times a year and upsell to the second program. This has had a huge impact on my income.

Plus it frees up my time because I sell then can relax and just deliver the program then upsell into the next program. I rinse and repeat this model three times a year. That was huge because before I did at all at once, which was too much.

**Finish this statement, "I have my own business because..."**

...I want life on my terms. My husband Mark and I are at a stage in our lives where it's about quality of life together. That's what matters. We want to travel. I want our life to be the main thing and not the business. And now we have that. My business doesn't consume me all the time. It's working for me and I'm living life so much better.

WHAT **PROBLEM** DO YOU SOLVE?

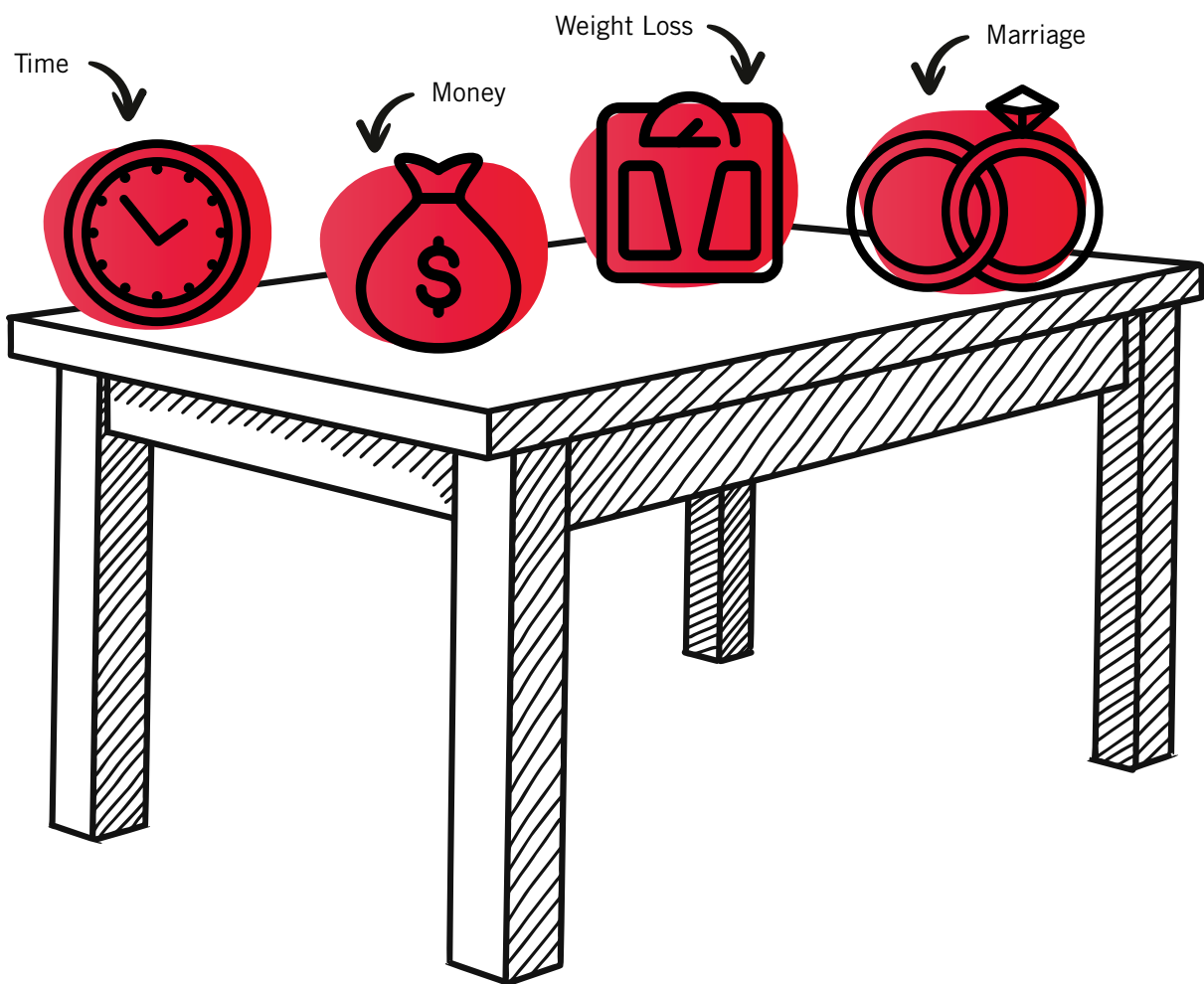
IT HAS TO BE TANGIBLE!

Can you put it on a table?

IT HAS TO BE URGENT!

It's got to hurt.

Examples of tangible outcomes that can be put on a table.



NOTES

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WHAT **PROBLEM** DO YOU SOLVE?

TYPE OF BUSINESS	PROBLEM	SOLUTION
Relationship Coach	"I'm sick of being lonely!"	Find the love of your life.
Artist	"I'm sick of our house being so ugly!"	Happy walls = happy home.
Small Business Attorney	"I don't want to lose everything if I'm sued!"	Protect your assets.
Business Consultant	"I'm not making enough money in my business!"	Make more money with high-end offers.
Accountant	"I don't know where all my money is going!"	Cut expenses and boost revenue.
Sleep expert	"I'm so tired throughout the day. I'm desperate to sleep better at night!"	Get a good night's sleep.
Payment Center	"I'm losing money; I hate paying so much to process payments from my clients!"	Lower processing fees on credit card transactions.
Career Coach	"I want to get promoted but I'm not willing to sacrifice time with my family!"	Advance your career without sacrificing your personal life.
Dog Groomer	"I want to get promoted but I'm not willing to sacrifice time with my family!"	Advance your career without sacrificing your personal life.
Virtual Assistant	"I hate trying to figure out all the tech in my business. It's such a waste of my time!"	Free up more time.
Event Planner	"Why are others making big money from their events and I'm not!?"	Make money from events.
Photographer	"My headshot and social media photos make me look like a loser!"	Be seen as an expert in your industry.
Makeup Products	"Makeup irritates my skin but I want to look good. It's painful and drives me crazy!"	Makeup for sensitive skin.



WHAT **PROBLEM** DO YOU SOLVE?

TYPE OF BUSINESS	PROBLEM	SOLUTION
Weight Loss Coach	"I'm fat. I can't fit in my nice clothes anymore. And yet I've never been able to keep the weight off!"	Advance your career without sacrificing your personal life.
PR Agency	"I want to get more media but I don't have the time or the patience to learn how."	Done-for-you media exposure.
Corporate Consultant	"My team is driving me crazy! If they would just do what I tell them!"	Eliminate team drama.
Organizer	"The house is a mess. I'm embarrassed to invite people over."	Declutter for more productivity.
Personal Assistant	"I don't have time to do all these small tasks. My days are getting eaten up and it's costing me income!"	Get things done without having to think about it.
Graphic Designer	"I keep being too embarrassed to share my website with leads because it looks like crap."	Look great online so you attract more and better clients.



WHAT IS NOT TANGIBLE?

NON-TANGIBLE PROBLEM	YOU CAN'T PUT THIS ON A TABLE; IT'S NOT TANGIBLE...	AND BECAUSE IT'S NOT TANGIBLE IT'S...
Women in transition trying to find their core values.	Core values	Vague. Not specific or relatable in the real world. Not urgent.
Discover your passion zone.	Passion zone	Jargon. It's about the process, not the outcome. Not urgent.
Can't see your inner beauty.	Inner beauty	Bland. Open-ended and vague. Not urgent.
Understanding the laws and regulations that affect your finances.	Finances	Conceptual. Not an outcome. Not relevant to what I want. Not urgent.
People who are tired of being comfortable being very uncomfortable.	Comfortable/Uncomfortable	Vague and just weird. Not urgent.
Trying to achieve wellness.	Wellness	General. It could mean anything so not related to me. Not urgent.



IDENTIFY THE PROBLEM YOU SOLVE

1 - Looking back on your life and career, what problems have been super easy for you to solve?
You're a natural at this.

2 - What have people who know you ask you to solve for them?

3 - What do you hear your market complain about?
When leads initially talk with you, what do they complain about?



STATE THE PROBLEM YOU SOLVE

The problem I solve is:

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ADVANCED TIP



One of the best ways to get out of your head and bubble around your message is to interview your ideal clients.

Online surveys are good, but talking to members of your market in 20+ minute interviews is better. This way you can dig into what their real-life problems are and what solutions they want to buy.

CASE STUDY

Jean Kuhn



Naperville, Illinois



Small Business Consultant - JeanKuhn.com

IN MARCH AND APRIL

2020 I MADE \$75,104.92

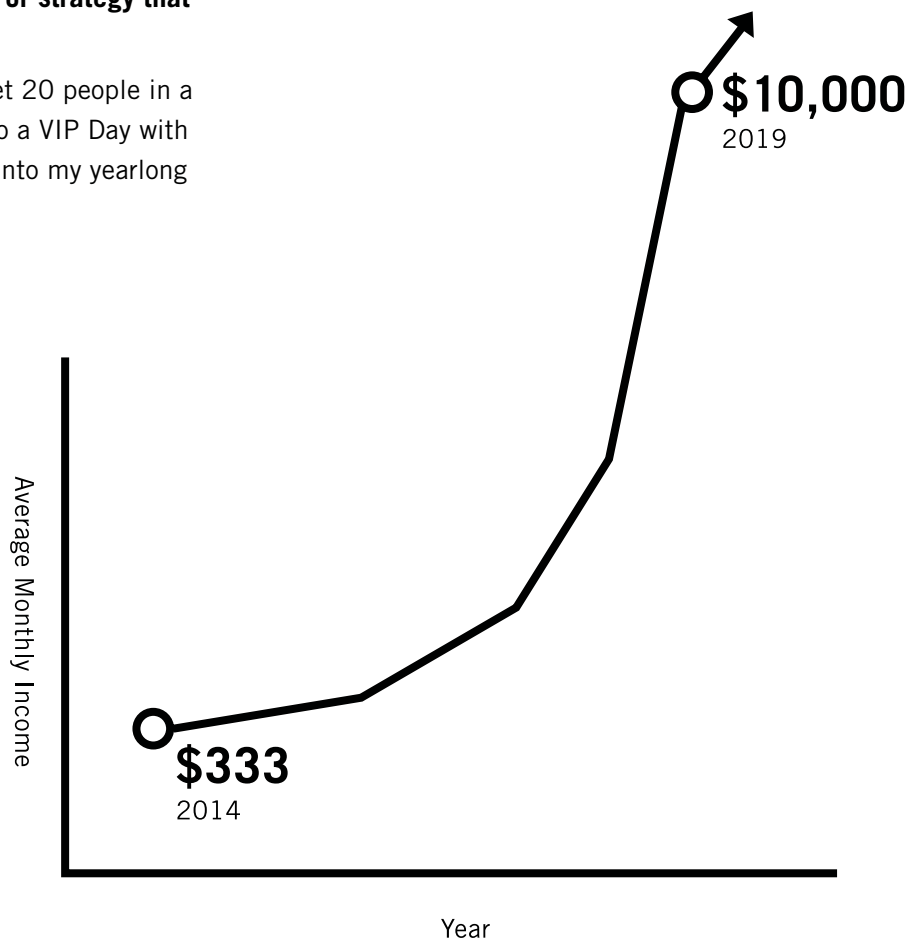
IN 35 DAYS.

Was there any particular tactic or strategy that made all the difference?

I do my own one-day events. I get 20 people in a room for 8 hours. I sell them into a VIP Day with me. From there it's an easy sell into my yearlong coaching program.

What are your top income-generating activities?

- 1) Speaking
- 2) My VIP Day offer
- 3) My one-day event.



Is there one skill you learned that made all the difference?

Picking up the phone. That's the big one. I resisted doing it for a year. But because of that my income stays the same. I knew I had to get over it and pick up the phone.

How did you overcome that resistance?

I had to make a decision if I really wanted to be serious about business. Then I made the commitment to myself to just pick up the phone. I choose to be in business.

Why did you NOT stop when things got hard?

I'm not a quitter. You can't be an entrepreneur and be a quitter. I've managed to not have a job for 35 years. When I commit, I don't quit.

How did you make \$75,104.92 in just 35 days in these crazy times?

Many years ago I was in a room with the great speaker Zig Ziggler when he said, "I'm not participating in this recession." That was an aha for me. I didn't know we had an option NOT to participate in a recession. So I don't.

In March 2020 I built a free Facebook Group that was built on the message you can build a business while this is all going on. I give them content every day helping them build their confidence along with business strategies so they feel comfortable going out there and asking for the business. I nurture them.

Every morning, 5 days a week, I do a Zoom call where I answer questions and give an assignment. At the end of the day, I come back for a helpline about that day's assignment. I believe the more you give the more you get.

I love giving a ton of value to my group and I've been well rewarded for it.



Finish this statement, "I have my own business because..."

I've known this was my purpose in life since I was 26 years old.

How did you know that at such a young age?

I wasn't going to let anyone tell me when I could and couldn't be home with my kids.

AVATAR: WHO NEEDS THE PROBLEM YOU SOLVE THE MOST?

1. Brainstorm at least 10 specific groups of people who have the problem you solve.
2. Circle the groups who fit this 4 criteria:
 - a. They are motivated and actively looking to solve their problem.
 - b. They are willing to spend money to solve this problem. (This one is non-negotiable. If your market doesn't qualify for this one, find another market.)
 - c. They're easy to reach. (You know them or know people who know them already. They gather together in groups, associations, clubs, etc.)
 - d. You enjoy working with them.
3. Give this group of people a short, simple title. This is your market. For example, women small business owners, executives, couples with kids, overweight professionals, etc.

[illegible]

ADVANCED TIP



Market to the client you want, which may be different than the clients you currently have.

Always focus your marketing efforts on who you want to attract, not just people you have access to if they aren't ideal.

Pick one person as your Avatar

It's very helpful to pick one single person who represents your ideal client. If you're in the early stages, this person might be you from the past before you solved the problem for yourself.

If you're further along, pick a client you worked with that was ideal. Whenever you write an email, social media post, article, etc. write the first draft just to this one person. Write it as if you're only going to send it to them. This will automatically make your writing better and more relatable and conversational.





CASE STUDY

Shay Wheat



Novato, California

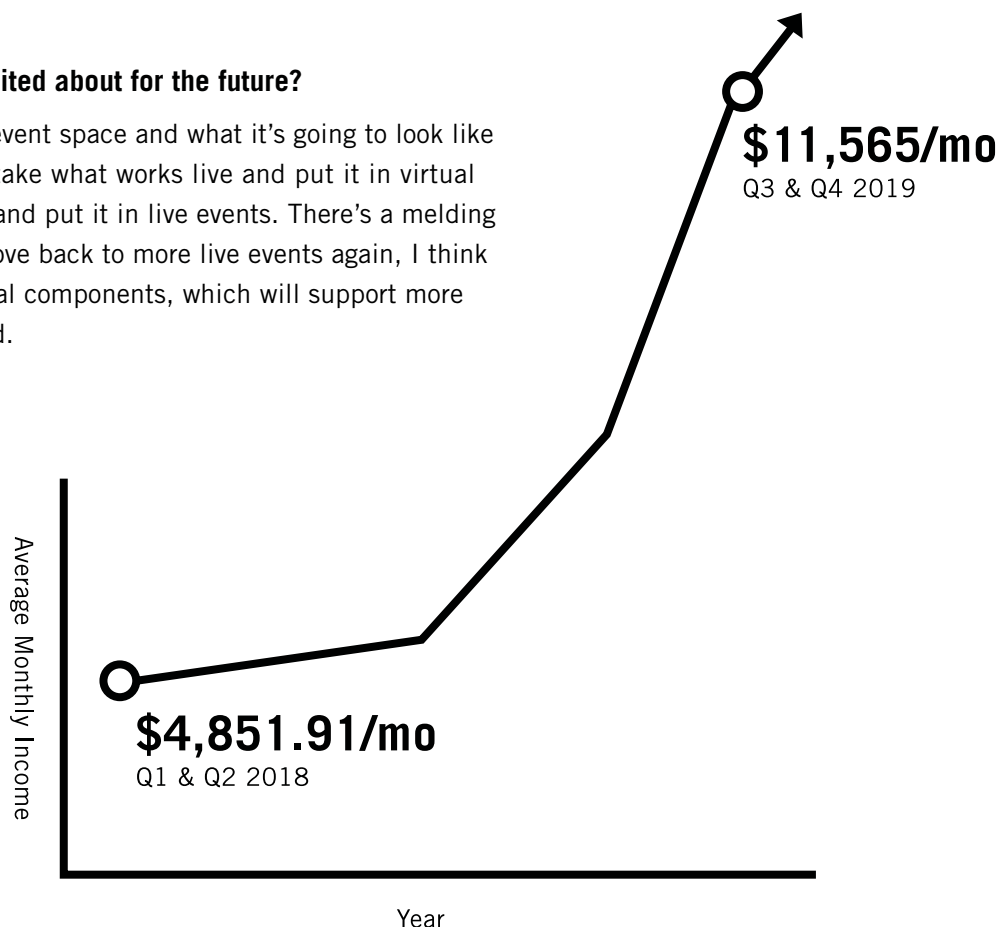


Event Planner - ShayWheat.com

**I DOUBLED MY BUSINESS
IN 6 MONTHS. THIS HAS
GIVEN ME THE LIFESTYLE
BUSINESS I ALWAYS
WANTED.**

What are you most excited about for the future?

The reinvention of the event space and what it's going to look like going forward. How to take what works live and put it in virtual and what works virtual and put it in live events. There's a melding happening. Once we move back to more live events again, I think there will be more virtual components, which will support more people around the world.



What are you most grateful for?

Being part of an entrepreneur community because we support each other. Left on my own I'm like, "Oh my god, the world is ending!" but with my community it becomes "Oh my God, things are amazing!" It's nice to be on the rollercoaster with people who understand. My family doesn't understand because they come from a different world.

So it's been very important for me to have people I can confide in and go, "I'm having a moment, let me just vent." And they say, "I got you."

The people you hang out with the most affects your income. Because you think at a different level. You see things from a different perspective. Surrounding myself with movers and shakers has been great.

Is there one skill you learned that made all the difference?

Being more visible and stepping out. I'm an introvert so I'm still growing on this one.

What's helped you move past your introversion and be more visible?

My coaches and team have all said, "You're fantastic at what you do but nobody knows about it." So I had to push past my resistance and promote all the great, wonderful things I'm doing for my clients. From that lens and perspective it's not about me but all the great results my clients are getting.

For example, my clients have generated over \$4,683,000 in sales in 2019. That's from 11 events I produced, which is an average of \$500,000 per event.

We've also raised over one hundred thousand in charity donations in 2019. Plus all the lives we've helped shift during the events.

This has all helped me own that I'm good at this.



Finish this statement, "I have my own business because..."

... I don't feel I would be able to impact the lives I'm able to impact now without my business. I couldn't reach people at this level if I was in an everyday job.

I've always wanted to be a part of something bigger than myself where I could lock arms with people to create a wave of change. I don't necessarily need to be the one on stage doing it. But I love supporting people that have a powerful message and have that fire within them to broadcast it from the stage. Because I have my own business I get to do it with multiple people throughout the year.

YOUR **MARKETING MESSAGE**

Keep it simple - Don't be clever! Don't try to be a poet!

A good message hits you in the gut, not in the head.

I help

(your market)

with

(the problem you solve)

so they get

(the solution/outcome)



[illegible][illegible]

44

**DON'T SELL A VITAMIN
TO SOMEONE WHO
NEEDS A PAINKILLER.**

- Suzanne Evans



CASE STUDY

Helena DeJong



Laren, Netherlands



Leadership Coach - ZekerJezelfZijn.nl

**I GREW MY BUSINESS
141% IN ONE YEAR.**

Was there one strategy that made all the difference?

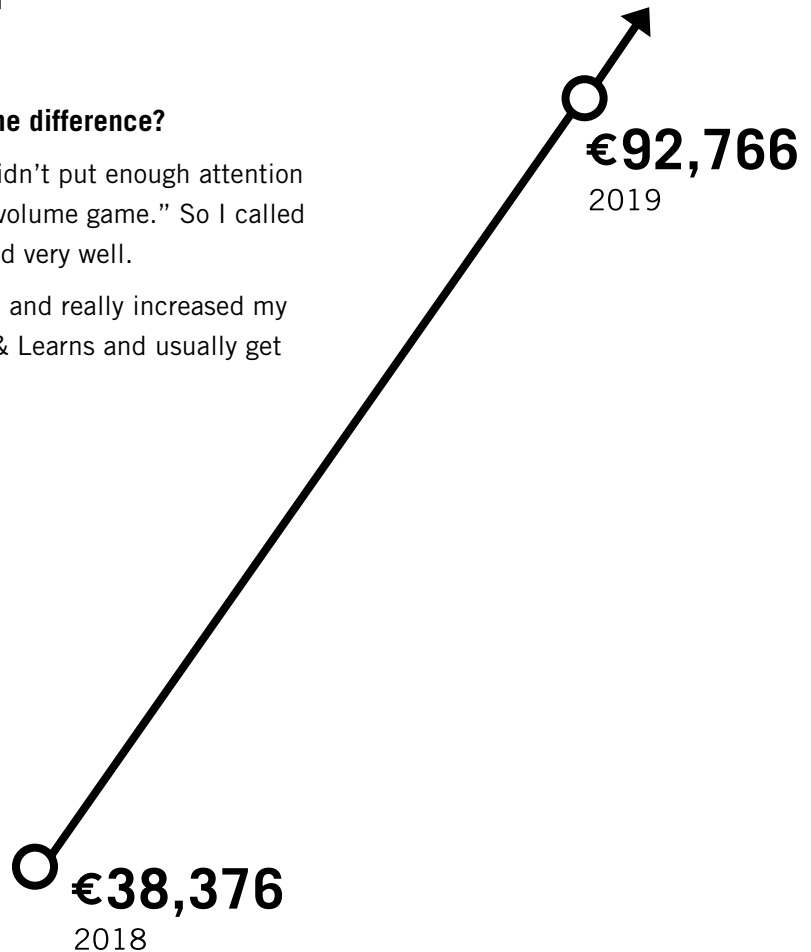
Focusing on the volume of my leads. I didn't put enough attention on this before but Suzanne said, "It's a volume game." So I called everyone I knew for referrals. That worked very well.

Now I do more networking - I joined BNI and really increased my leads there. I also started giving Lunch & Learns and usually get at least one client out of each one.

Was there one skill that made all the difference?

Sales. It took me awhile, but I really learned to do better sales conversations. I also learned to ask more at networking events. I'm much better moving an initial meeting with someone to book a sales call with me.

Annual Income



What was your biggest breakthrough?

It's so simple, but setting an income goal every month. When I started doing that I put €2,000/mo and thought I could never get that. There was a mindset struggle with me. I had to break through my own barriers and realize it doesn't matter much if I'm asking for €3,000 or €5,000. It's the same amount of work I do.

My breakthrough came when I owned the fact that being an entrepreneur means doing sales and marketing - it's all part of the work. It was hard at first and I thought about quitting. But I kept going and I started hitting my monthly income goals.

Now I just get up and do the work. I keep going. And that's how I keep hitting my income goal consistently.

It's like a water pump. At first, you have to pump, pump, pump, and nothing comes out. Then all of a sudden... Whop! Water comes out. Then it gets easier. When you're pumping in the beginning it seems like it's never going to work and there's so much work you have to do. But later on, you get used to the pumping and it's all working and money is coming. Then you find your rhythm. But you have to keep going.

Finish this statement, "I have my own business because..."

...because I want to be THE difference in the world. When I started I wanted to be the best in my industry - the best coach. Because I'm so sure that my knowledge will bring so much ease to the world. My business is my part in making the world a bit more beautiful and better.



Best "right now" strategies during this time in 2020...

I do 5 times more reach outs than normal. More Facebook Live's. More visibility. More webinars. More asking everyone. Just offering help and being interested in people. I reached out to everyone including all my past clients seeing how they are doing and if they need help. They really appreciated that.

YOUR BUSINESS & MONEY GOALS

How much do you want to make every month 6 months from now?

How much do you want to make every month 12 months from now?

Why is it important for you to reach these financial goals?

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

[illegible][illegible]

**IT'S EASY TO SHOW
UP. IT'S HARDER TO
STEP UP.**





Jennifer Cunningham



Toronto, Ontario, Canada



Marketing and Content Strategist
- ImYourCMO.com

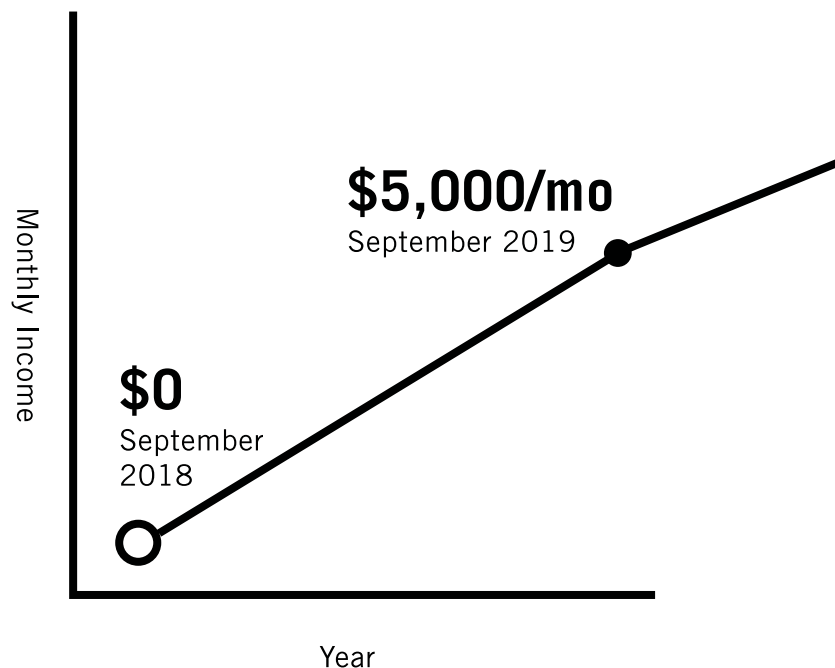
I GREW MY BUSINESS AS A **SIDE HUSTLE TO \$15,000/MONTH**...ALL WHILE STILL WORKING PART-TIME IN CORPORATE. (I JUST QUIT MY CORPORATE JOB IN MAY 2020!

You grew to \$15,000 a month as a side hustle!? How?

I am certainly not an “overnight success”. It took me 8 months with Suzanne before I really clarified the business I was creating and started to see consistent results.

I gave up early mornings, evenings and weekends for the last year because that’s what I had to do. I worked hard and kept going; I had the support I needed and the accountability to continue to move forward. I’m just starting to move to a more balanced schedule now.

Coming from 20+ years in corporate - I had to take the time to “learn” how to be an entrepreneur. It’s like taking off one uniform and putting on another - it takes getting used to.

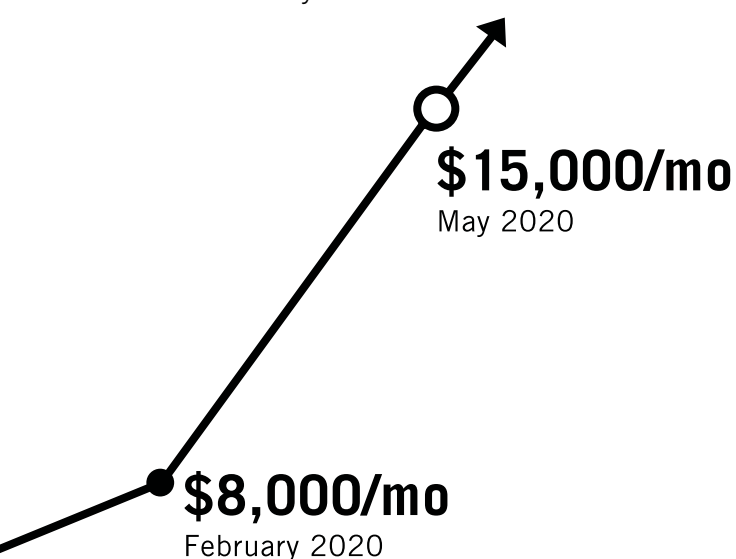


Was there any particular tactic or strategy that made all the difference?

Being consistent in generating, tracking and following up with my leads. That really helped keep me focused on where I was going versus just having fun with what I was doing.

Keeping my focus on leads was new for me because I came out of corporate my whole life. I didn't know that leads are what running your own business is all about.

I also created specific packages as my offer instead of random one-off work for clients, which really boosted my income.



What are your top lead-generating activities?

Networking and reselling to past clients. I always go back to old clients and get them on new projects that will help them reach their goals. So re-engaging with past clients has been big for me.

When I go out networking I'm looking for new clients but also I look for professionals I can partner with. Because I help solve problems their clients also need. I'm a nice add-on to their business. Collaborations have also worked really well for me.



What did you fear or resist before but had a breakthrough?

Public speaking. Because I'm the marketer. I've always been behind the curtain, like the wizard pulling the strings. And now I'm like stepping into being my own brand.



Is there one skill you learned that made all the difference?

Definitely sales... being a leader in the sales conversation. It took me time and I'm still working on it, but I've gotten much better at uncovering the problems of the people I talk to.

Sales calls used to be very intimidating for me but now I'm not afraid of sales calls anymore. I still get a little nervous about them, but I just come from a different place now.

Finish this statement, "I have my own business because..."

I want freedom. I know it's so cliché but freedom is one of the core values of my life. My other big values are making a difference, being adventurous, and being a lifelong learner. Having my own business allows me to live by all these values. I get to control the narrative of my life.

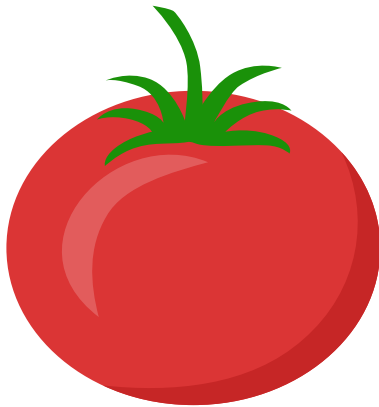
Best "right now" strategies during this time in 2020...

I have been flexible with my payment terms. I'm also offering a different, smaller package. So I'm not reducing my fee, but I'm creating smaller bite-size pieces so that it's more manageable for people to buy.

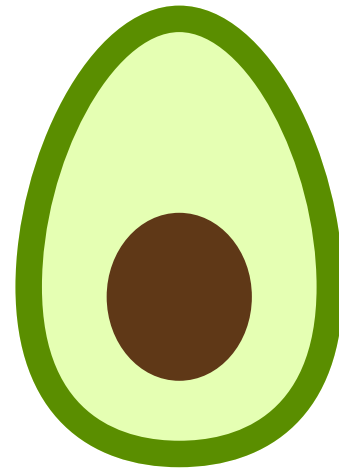
THE 3 TYPES OF INCOME

1. Active 2. Leveraged 3. Passive

1. Active 2. Leveraged



3. Passive



A tomato grows in a month. This is like active and leveraged income - it's fast cash.

An avocado takes years to grow. This is like passive income - it takes time to build a business that can generate passive income, but once it's built, it will bear fruit.

INCOME EXAMPLES

ACTIVE INCOME OFFERS

\$

- Services of any kind (Done-for-you or done-with-you)
- One-on-one coaching/consulting

LEVERAGED INCOME OFFERS

\$

- Small group programs
- Large group programs
- Events

PASSIVE INCOME OFFERS

\$

- Products
- Digital courses
- Books
- MP3's



TYPES OF INCOME - SUZANNE'S EXAMPLE

ACTIVE INCOME



LEVERAGED INCOME

DRIVEN
THE EVENT



PASSIVE INCOME



IDENTIFY YOUR CORE OFFER AND A DOWNSELL

WHAT'S YOUR CORE OFFER?

Price: _____

Duration: _____

Features: _____

Title: _____

WHAT'S YOUR DOWNSELL OFFER?

Price: _____

Duration: _____

Features: _____

Title: _____



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Suzanne only had two offers for the first \$1 million she made: private coaching and a group program called Biz Makeover Mastery.

CASE STUDY

Karen Strauss



New York, New York



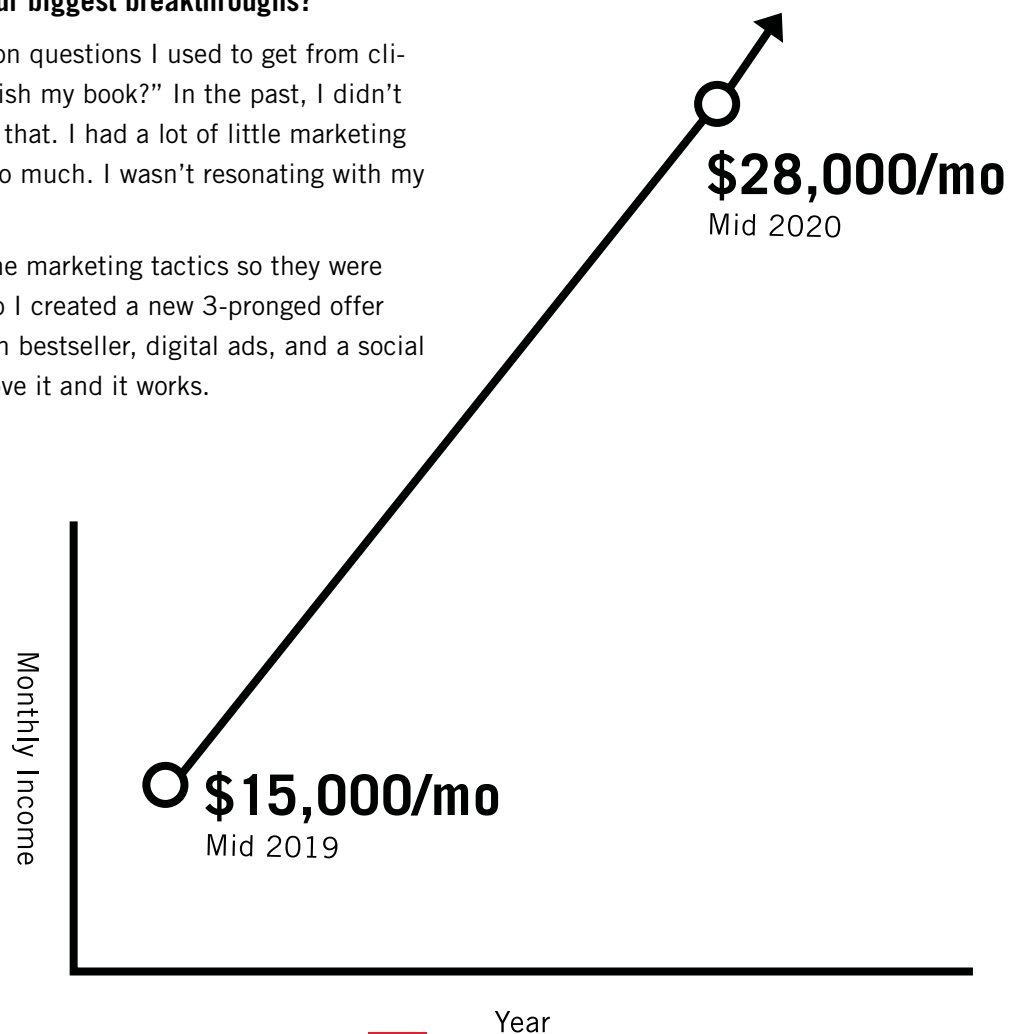
Publisher - HybridGlobalPublishing.com

**I WENT FROM \$15,000
A MONTH TO \$28,000 A
MONTH IN UNDER A YEAR.**

What's been one of your biggest breakthroughs?

One of the most common questions I used to get from clients is, "How do I publish my book?" In the past, I didn't have a great answer for that. I had a lot of little marketing tactics and it was all too much. I wasn't resonating with my market.

I had to narrow down the marketing tactics so they were strategic and virtual. So I created a new 3-pronged offer which includes: Amazon bestseller, digital ads, and a social media kit. My clients love it and it works.



What are your top ways to get leads?

I work with strategic partners. These are people who have organizations or memberships that have lots of people in their groups who want to write a book. I work with them to white label my publishing services. It's their brand but it's my expertise. I find this is more effective and leveraged than just going after one-off clients.

I also build strong relationships with people also working with authors so I get a lot of referrals. For example, literary agents and ghostwriters who need their clients to publish their books.

Was there one strategy that made all the difference?

There were two. First was raising my pricing immediately and adding in a couple of bonuses to my packages that didn't cost me much. My sales didn't go down when I did this so that very quickly added revenue.

The second strategy that made a HUGE difference was adding new offers and turning what I had into clearly defined packages. Now I not only do publishing, but I help in all pathways of your book: writing, publishing, and marketing.

For example, I now work with people who haven't even written their book yet and help them write it so we capture those people right from the get go. Once the book is published, I also created a 3-prong marketing package, and within a week of offering it 15 people signed up. That surprised me!

This all makes a fuller program and people are more excited about working with me.

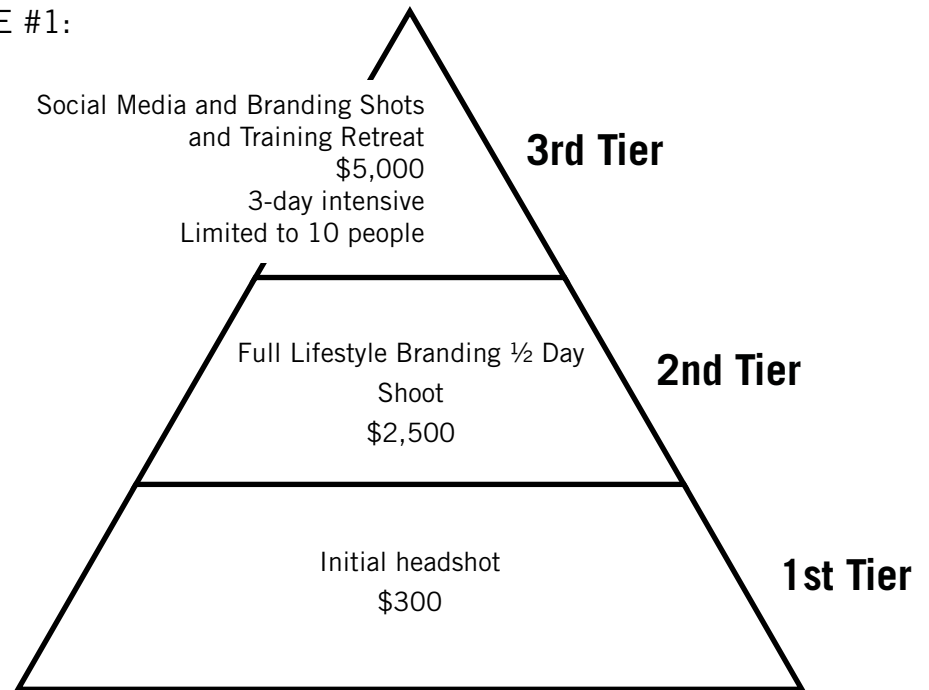
**Finish this statement, "I have my own business because..."**

I want to be the one to control my own destiny. I want to be the one to take responsibility for what happens to me. I don't want to be dependent on other people to tell me what to do and how to do it. I want to create my vision and I want to help other people create their vision.

MONEY MOUNTAIN EXAMPLES

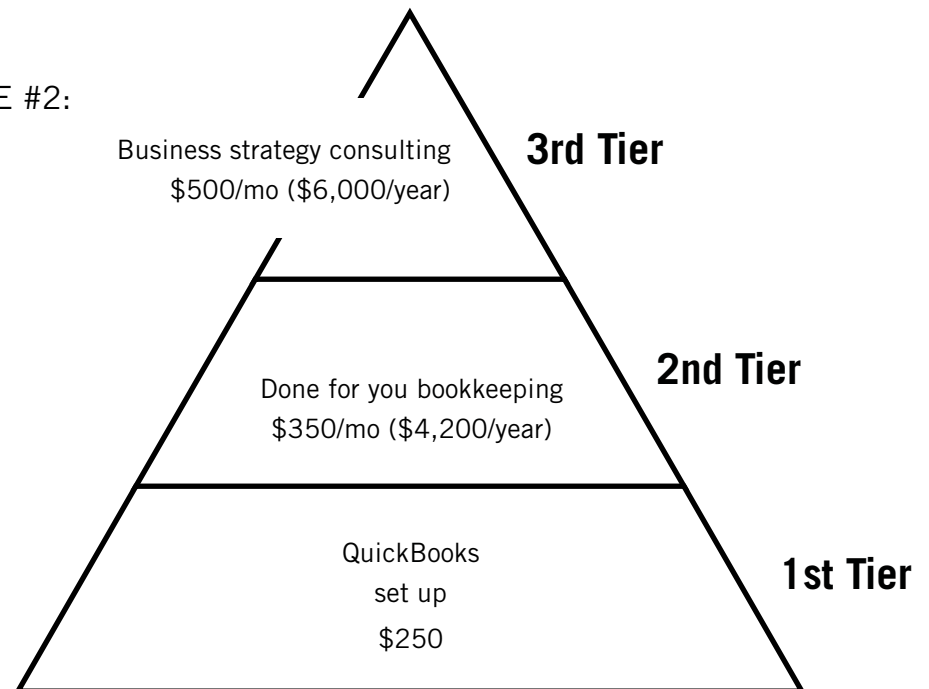
MONEY MOUNTAIN EXAMPLE #1:

PHOTOGRAPHER



MONEY MOUNTAIN EXAMPLE #2:

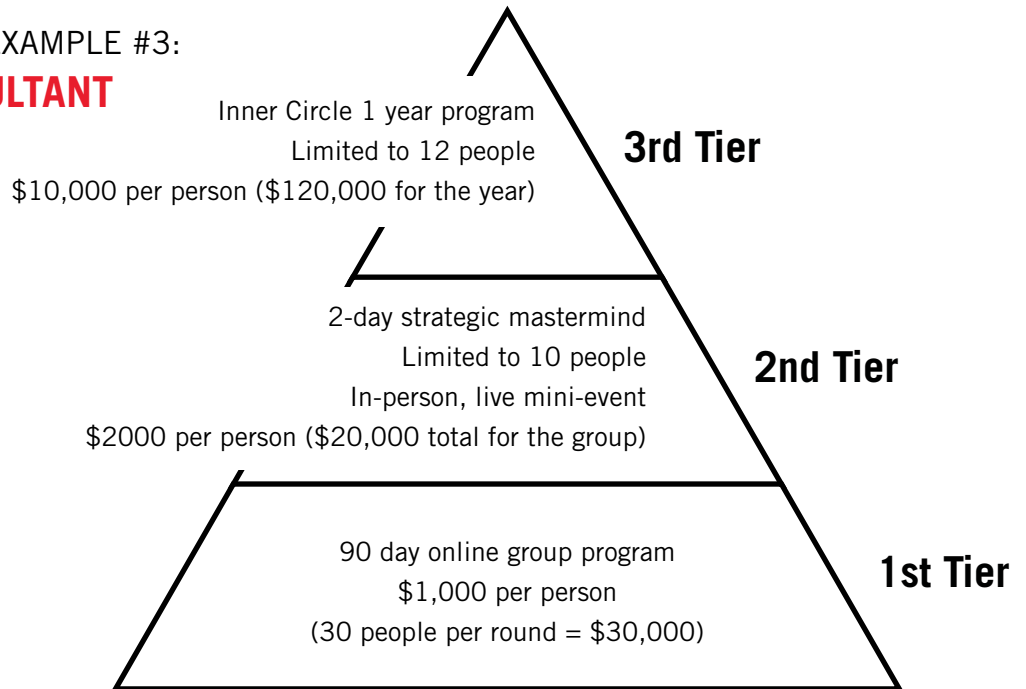
ACCOUNTANT



MONEY MOUNTAIN EXAMPLES

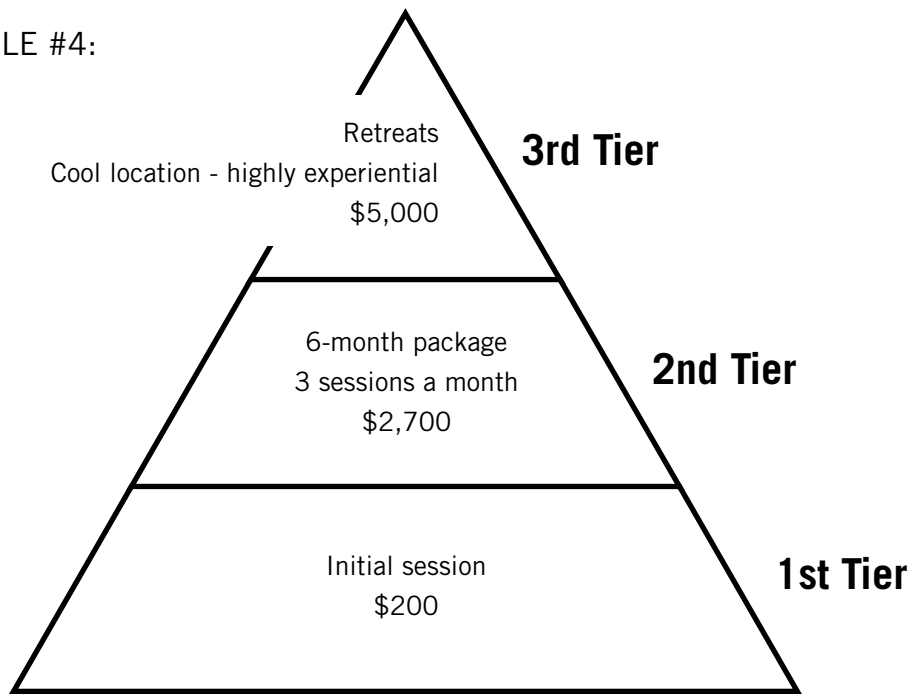
MONEY MOUNTAIN EXAMPLE #3:

BUSINESS CONSULTANT



MONEY MOUNTAIN EXAMPLE #4:

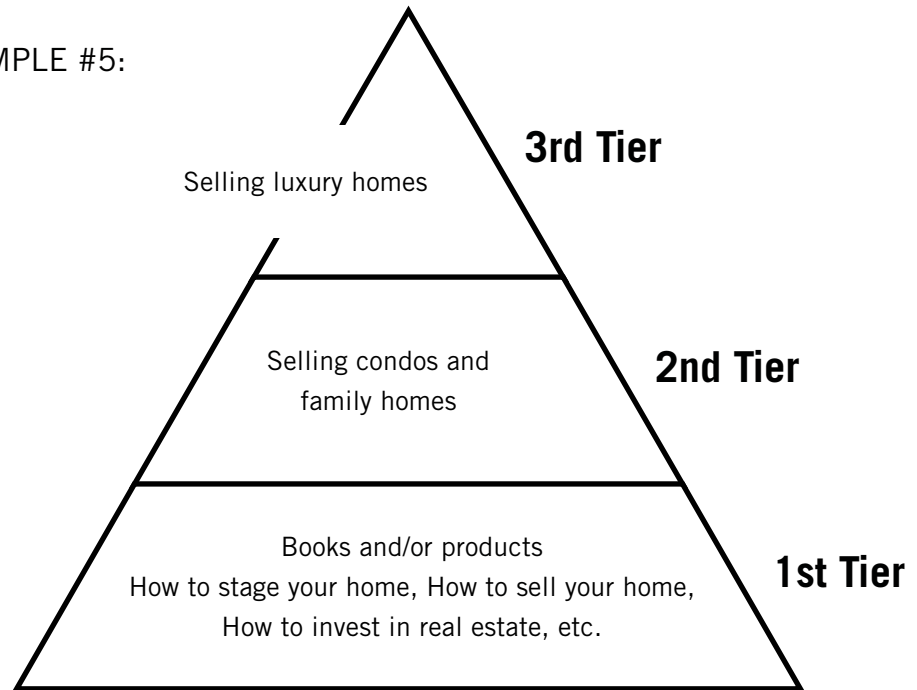
HEALER



MONEY MOUNTAIN EXAMPLES

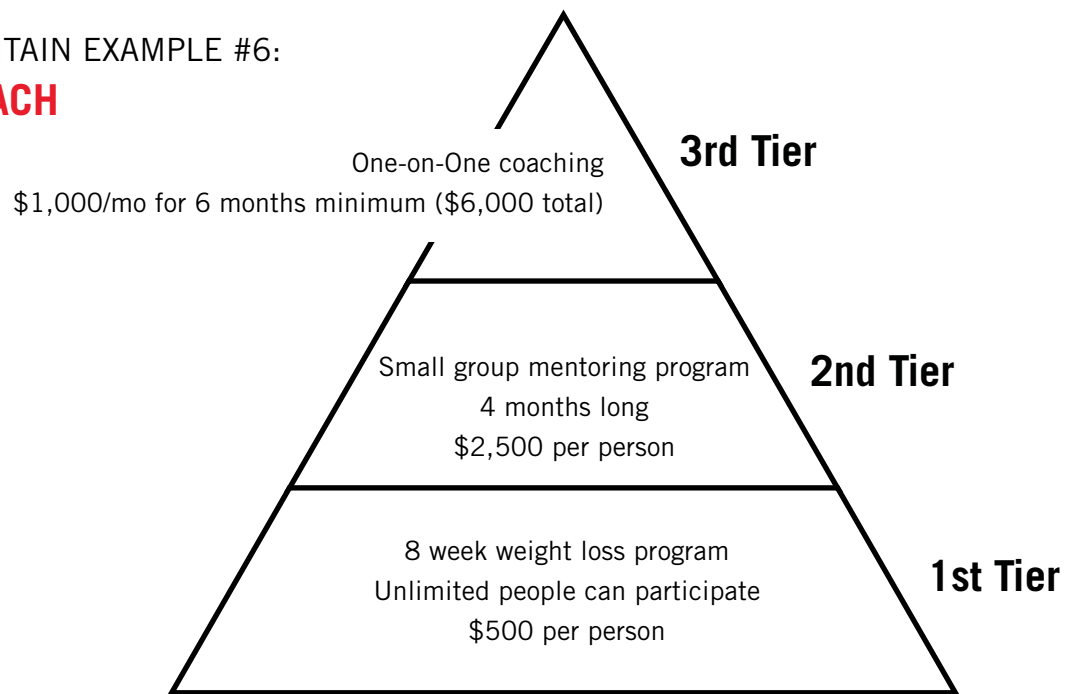
MONEY MOUNTAIN EXAMPLE #5:

REALTOR



MONEY MOUNTAIN EXAMPLE #6:

HEALTH COACH



MONEY MOUNTAIN EXAMPLES

MONEY MOUNTAIN EXAMPLE #7:

BRAND EXPERT

Full branding makeover: All of the below plus
full website, lead magnet cover, etc.

\$7,500

3rd Tier

Basic branding package: Logo,
social media banners,
newsletter banner.

\$3,000

2nd Tier

Brand audit

\$500

1st Tier

MONEY MOUNTAIN EXAMPLE #8:

MULTI LEVEL MARKETER

The business opportunity

3rd Tier

Packages/bundles of products
Trainings

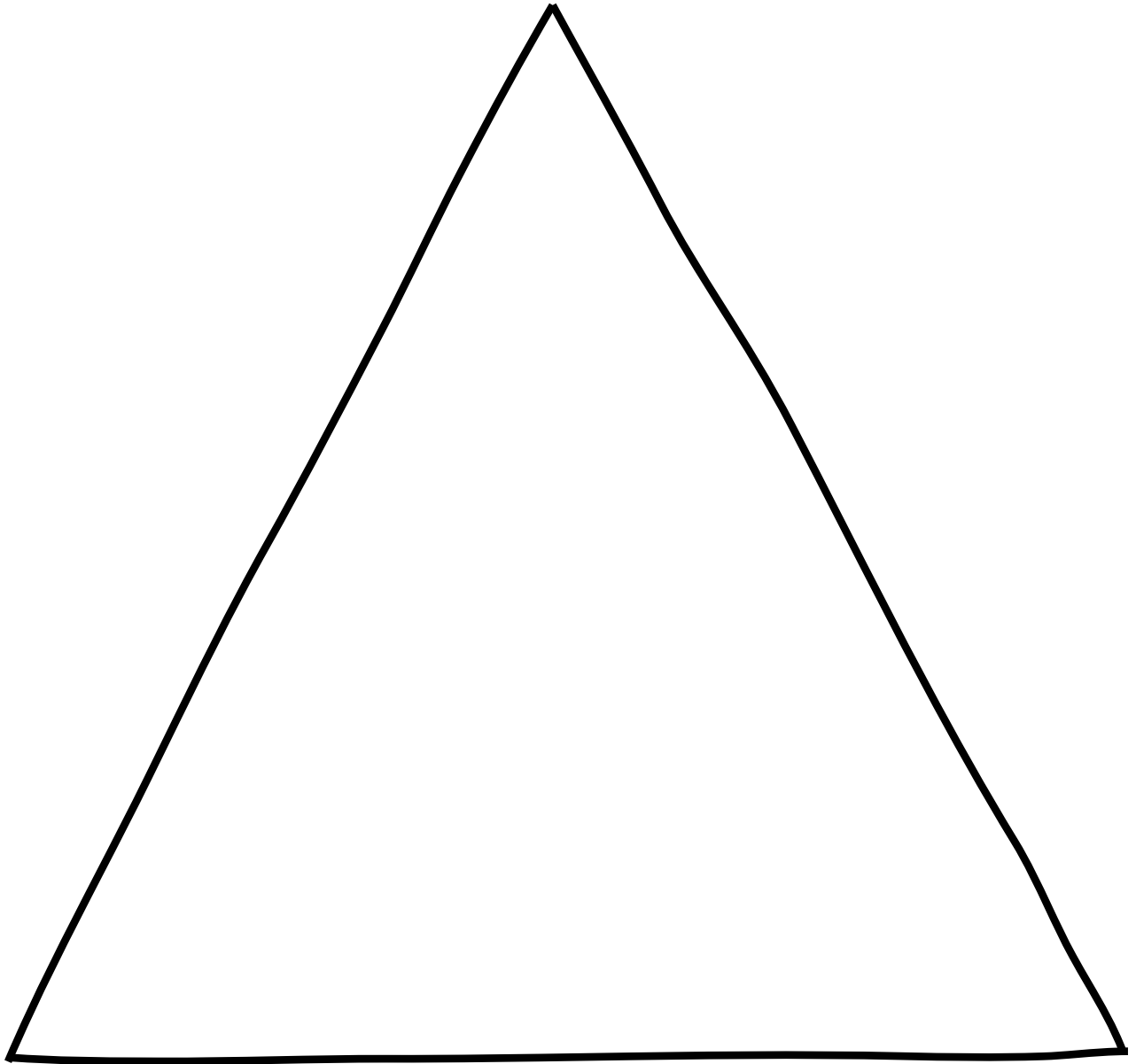
2nd Tier

The product you sell

1st Tier



MY MONEY MOUNTAIN



THE RESILIENT BUSINESS MODEL

RIGHT NOW BUSINESS MODEL

\$

Start with your core offer and one downsell. Don't get distracted trying to build multiple offers at the same time. Make your core offer work and sell first.

RIGHT AFTER BUSINESS MODEL

\$

Once you have the consistent cash flow you can build out your Money Mountain with other offers.

FOREVER BUSINESS MODEL

\$

You want to have all the tiers of your business model up and running as soon as possible. This is what gives you a Resilient Business Model that can weather any storm.



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**DREAMS DON'T COME
TRUE. PLANS COME
TRUE!**





Susan & Jessica Terzakis



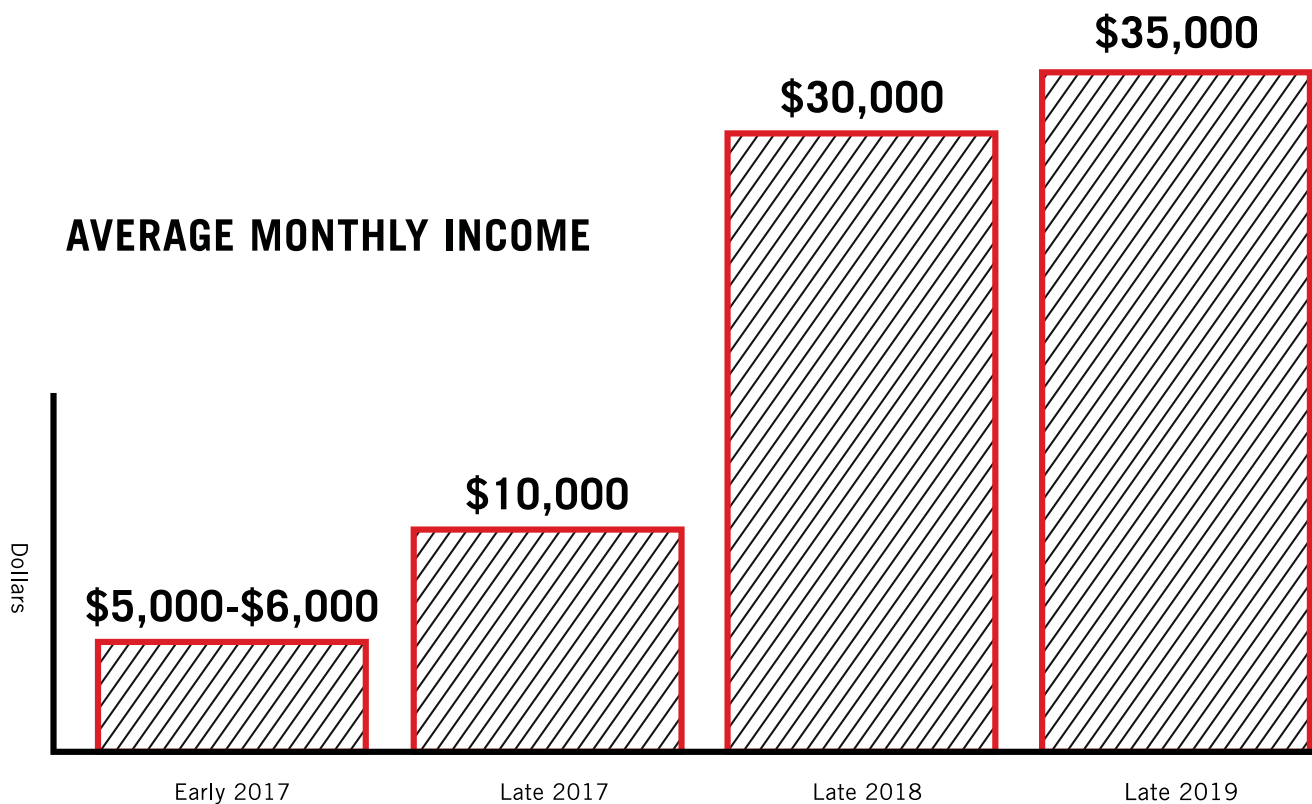
Bedford, New Hampshire



Small Business Advisors

- TerzakisAndAssociates.com

**IN LATE 2019 WE HAD
OUR **FIRST \$45,000 MONTH.** PRIOR TO THIS
WE WERE OVER THE MOON IF WE HIT \$5,000
TO \$6,000 PER MONTH.**



Was there any particular tactic or strategy that made all the difference?**Jessica:**

I think for both of us speaking was absolutely one of the ways we hit our numbers. Susan did a lot of local speaking with rooms of about 20 or 30 people. And I did paid sponsorship speaking on big stages. I doubled my ROI within 6 months of speaking on those big stages.

Is there one skill you learned that made all the difference?**Susan:**

How to be a CEO. I learned leadership. Before working with Suzanne I was only working IN the business. I did everything because our business wasn't that big. But we wanted to scale so I knew I had to step into being a leader of the company and not just a coach for our clients.

Jessica:

I've learned so much, it's hard to pinpoint just one skill. But I think the biggest skill I learned was having sales conversations. Before I was a high school teacher and when I started in business I had no framework for what it took to run a business.

It wasn't easy to learn sales! In the beginning I had lots and lots of cringe-worthy sales conversions.

Jessica, what changed with your ability to do sales?**Jessica:**

Before a sales call would be a big process for me. I always felt there was so much tied to the outcome of the call. Now there's a separation. There's no emotional attachment to whatever the outcome is. It's either we're going to work together and these are the opportunities or it's not a fit for whatever reason.

I learned that in a sales conversation you have to let the other person find and sit in the pain of their problem. I help them see what they want and why they want it.





Best “right now” strategies during this time in 2020...

Jessica:

Well, it's what we did BEFORE all this happened. We had a solid business foundation and a very solid and full pipeline of great leads. We were very consistent in getting leads before. Because of that full pipeline it didn't hit us as hard as it could have.

We didn't blow up our business model. We just tweaked things a bit. For example, we didn't lower our prices but we were more flexible with payment plans. And we did some variations of our core offer so it's easier for people to buy.

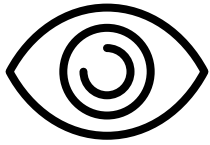
Because of this, for the past 5 months we've been consistent at \$35,000 a month.

Finish this statement, “I have my own business because...”

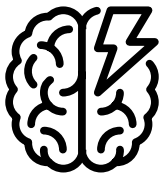
Jessica:

...I only need myself. I don't need the protection of a cushy job or a paycheck. This has taught me that I have the ability to make however much money I need to make and in any situation. I have security because I have my own business.

THE 5 STEPS TO SALES



1. BE SEEN



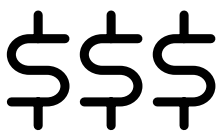
2. GIVE VALUE



3. SELL



4. DELIVER



5. SELL AGAIN

YOUR GOAL:

INCREASE CONVERSIONS AND RESULTS ON EVERY STEP



NOTES

[illegible]

[illegible][illegible]

**YOU DON'T ASK AND
IMMEDIATELY GET IT.
YOU ASK AND YOU WILL
EVENTUALLY GET IT.**





CASE STUDY

Esther Blum



Weston, Connecticut



Integrative Dietitian - EstherBlum.com

**I WENT FROM FLATLINING
AT \$3,000 A MONTH FOR
YEARS TO JUMPING TO**

**\$10,000 (AND GROWING!) WITHIN 6 MONTHS
AFTER STARTING SUZANNE'S PROGRAMS.**

What are your top ways of getting leads?

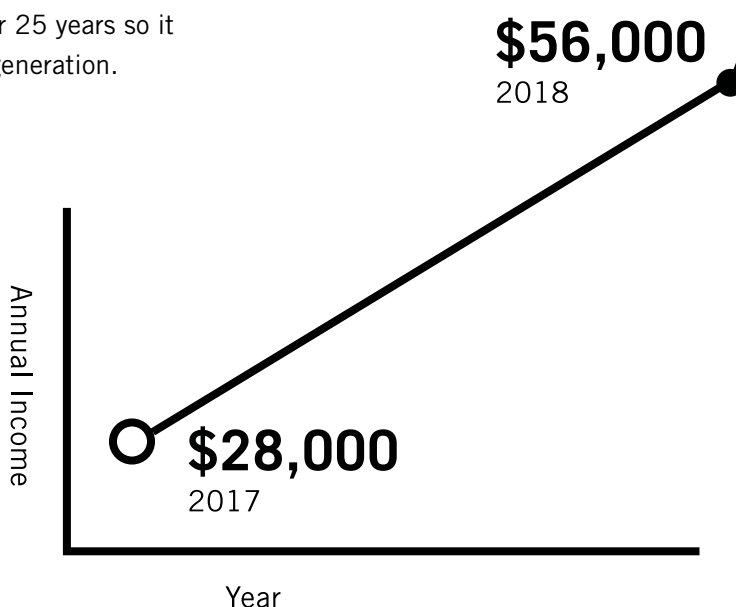
I used to really struggle with getting leads because I overlooked the foundations of business, which Suzanne taught me. She got me started with: 1) My Rolodex, 2) Smile and dial, 3) Build good relationships.

I've been doing functional medicine for over 25 years so it was a crime that I didn't have proper lead generation.

Was there one strategy that made all the difference?

I give two talks a month at local events - nothing fancy or big at all. Recently I've done a lot more guest podcasting - about 2 a month. This allows me to balance my life with my business.

I used to work with clients only 4 days a week, but recently I had to up it to 5 days a week because of client demand. I filled €of my practice from just one podcast.





\$166,000
2019

Best “right now” strategies during this time in 2020...

Recently colleagues and friends have reached out and asked me to speak to their companies. So I whipped up a talk for them, created a custom eBook with a call to action, and at the end of the talk I offered a 30-minute consultation. It's all been virtual.

Since the start of 2020 the energy of my sales have shifted. I've always come from a place of service, but let's be clear, I also come from a place of sales. And recently it's been so much more organic. I've shifted to, “How can I support you?” And the best way for me to support you is to call you out, lovingly, around your own stories and why you're not getting help for yourself. It used to be really uncomfortable for me to do that, but now it's the most loving, compassionate thing I can do. My sales calls have never been stronger.

Were sales natural for you?

Let me be clear, this was not an overnight process! In my career I must have done over 800 sales calls and I'm just now feeling like I figured it out. It took me time to build confidence and to know that what I was doing mattered. There might be weeks that pass where I don't make a sale. My mantra is, “Every ‘no’ brings me closer to a ‘yes’.”

It's a numbers game. Every month I track my leads and sales. The numbers never lie - they are black and white. I learned to be empowered by the numbers. They are my daily reminder to pick up the phone and call people.



Finish this statement, “I have my own business because...”

...I know what I do can save people's lives. Literally! It helps save marriages and peoples' self-esteem. I work with people who are headed towards a heart attack or serious diabetes. We are putting chronic autoimmune conditions into remission. So I have the ability to change the trajectory of people's health in a permanent and life-changing way.

LEAD GENERATION PRINCIPLE #1:

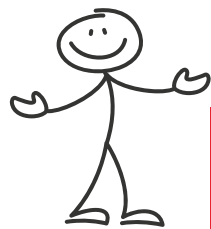
THE GREATER THE PERSONAL CONNECTION, THE EASIER THE SALE

The more personal your connection is with a lead, the easier it is to sell them. Conversely, the more distant the connection (the colder the lead), the harder it is to sell them.

For example, it's easier to close a referral than someone who clicked on an ad. The referral is someone who's heard good things about you. They trust the person who sent the referral. They are coming to you as a hot lead so you're way ahead of the game by the time you get them on the phone.

Whereas, the person who clicked an ad doesn't know, like, or trust you yet. They are a cold lead. It'll take a lot more effort and time to move them to become a warm lead.

The fastest way to book sales calls is with lead generation strategies that have the highest personal connection. The top four are referrals, speaking, networking, and sponsorships.



SEO, Advertising, PR

Social media, Facebook Live, Email marketing, Webinars, Podcast guest, Video, Telesummits, Blogging, Affiliate marketing, Direct mail.

Referrals, Rolodex, Speaking, Networking, Sponsorships

LEAD GENERATION PRINCIPLE #2:

PRIORITIZE YOUR LEAD GENERATION ACTIVITIES BY WHAT'S CLOSEST TO THE MONEY

When choosing from a list of possible lead generation strategies, always focus first on the strategies that will bring you the most money the fastest and easiest way possible. Your goal is to move a cold lead to a warm lead and a warm lead to a buyer. The faster and easier a lead moves from first meeting you to becoming a client, the more money you make.



For example, it's much faster to speak in front of a room (virtual or in-person) filled with your ideal client and move them to a sales conversation than it is to send an email promotion to your list trying to get them to book a call with you.

Why? Because speaking is more personal and direct than an email.

The leads in the room automatically see you as an expert because you're the one standing in front of the room. Plus, they are paying attention to you. It's not socially acceptable to ignore a speaker and look at your mobile device. Leads who hear you live are much more motivated to book a call with you.

Whereas the person going through their emails always has their finger on the delete button. They want to get through the task of clearing their inbox as fast as possible. It's all too easy to ignore your message. Not only that, you might need to also pay a tech virtual assistant to set up and send the email for you - an added expense.

This isn't to say email marketing doesn't work. It does! But always prioritize your lead generation activities to what will bring you the fastest easiest money possible.

LEAD GENERATION PRINCIPLE #3:

ALWAYS KEEP YOUR LEADS FUNNEL FULL

A big mistake we see too often is if someone gets full of clients and neglects their efforts to keep fresh, new leads in their funnel. They may not feel it now because they are busy working with their existing clients. But this lack of attention to constantly adding leads to their funnel will come back to bite them one or two months later.

LEAD GENERATION PRINCIPLE #4:

EVERYTHING POINTS TO CLOSING THE SALE

Your goal with every lead generating strategy is to move them to buy, usually through a phone call. That's why everything needs a call to action (CTA) to move to the next step in your sales funnel.

For example, let's say you get a referral who emails you out of the blue. You reply. Their one and only CTA at this point is to book the sales call with you. It's not to try to sell them in the email. It's not to answer any questions they might have via email. The way you close the sale is to get this person on the phone so you can identify what they most want, the value you bring, and how they can get their desired outcome by hiring you.

Once they are on the call with you, their one and only CTA is to buy your offer. If they don't buy right then and there, their one and only CTA is to book a follow-up call before hanging up on the initial sales call. (Ideally within 24 hours.) Once on that follow-up call, their one and only CTA is to make a final decision to buy or not buy from you. Always move your lead through the next logical call to action and don't try to skip ahead.



LEAD GENERATION PRINCIPLE #5:

FOCUS ON MASTERING 1-2 LEAD STRATEGIES AT A TIME... AND GET TO 3 STRATEGIES AS FAST AS POSSIBLE

Think of your lead strategies like legs under a table. If you have just one or two legs, the table will fall over. For a solid structure, you must have at least three secure legs to hold up a table.

The more legs you add under a table, the more secure it is. Imagine a 4' x 4' table with dozens of big, blocky legs underneath! It's more like a solid column than a flimsy table. Nothing can take it down.

That's how you want to think about your lead generation strategies.

Get good at 1 or 2 lead strategies first. Focus on strategies that are closest to making you money first. If it gets hard to get results with a strategy, don't quit and switch to some other lead strategy. You have to stick with your choice for at least 3 months. Your goals are to:

Get very good at the strategy you pick.

Make it automatic. This means once you've gotten good at the strategy, turn it into a system where you don't have to think about it. This might include bringing on team members to help. You want your lead strategy to become "boring" - you just have to take the action and leads come out the other end.

Only add a new lead strategy once the ones you're working on are working and systematized.

Eventually, establish three solid lead generation sources. Then over time as your business grows, add more. This way if one lead strategy dries up it won't matter because you have many other ways to get leads that are already working well and predictability.

On the next page you will see a guide to help you assess which lead generation strategy is best for you.

Tech Complexity = How easy or difficult is the technology needed to do this strategy.

Skill Needed = Some lead generation strategies require certain skills like copywriting, research, presentation skills, etc.

Cost = What you can expect to invest in this strategy.

Person Connection = The closer the one-on-one contact, the faster and easier it is to make a sale. The more distant a lead is from you the longer and harder it is to close the sale.



TOP LEAD GENERATION STRATEGIES

LEAD GENERATION	TECH COMPLEXITY	SKILL NEEDED	COST	PERSONAL CONNECTION
Your Rolodex	Easy	Low	Free	Close
Referrals	Easy	Low	Free	Close
Strategic Networking	Easy	Low	Free - High	Close
Speaking	Easy	Medium	Low - High	Close
Sponsoring Events	Easy	Medium	Low - High	Close
Podcast or Telesummit Guest	Easy	Medium	Free	Medium
Social Media Posting	Easy	Medium	Free	Medium
Facebook Live	Medium	Medium	Free	Medium
Facebook Challenge	Moderate	Medium	Free	Medium
Facebook Group (Your Own)	Moderate	Medium	Free	Medium
Content Marketing	Moderate	Medium	Free - Medium	Medium
Email Marketing	Moderate	Medium	Low - Medium	Medium
Webinar	Moderate - High	Medium - High	Low - Medium	Medium
Guest Blogging	Easy	Medium - High	Free	Distant
Ads	Moderate - Difficult	High	Low - High	Medium - Distant
Direct Mail	Moderate - Difficult	High	Medium - High	Medium - Distant
Your Own Event	Moderate - Difficult	Medium - High	Medium - High	Close
JV/Affiliates	Moderate - Difficult	Medium - High	Medium - High	Medium
PR	Medium	High	Free - High	Distant



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**HANG OUT WITH ME
LONG ENOUGH AND
YOU'LL BE BRAIN-
WASHED THAT YOU
CAN WIN.**





CASE STUDY

Cheryl Burget



Denver, Colorado



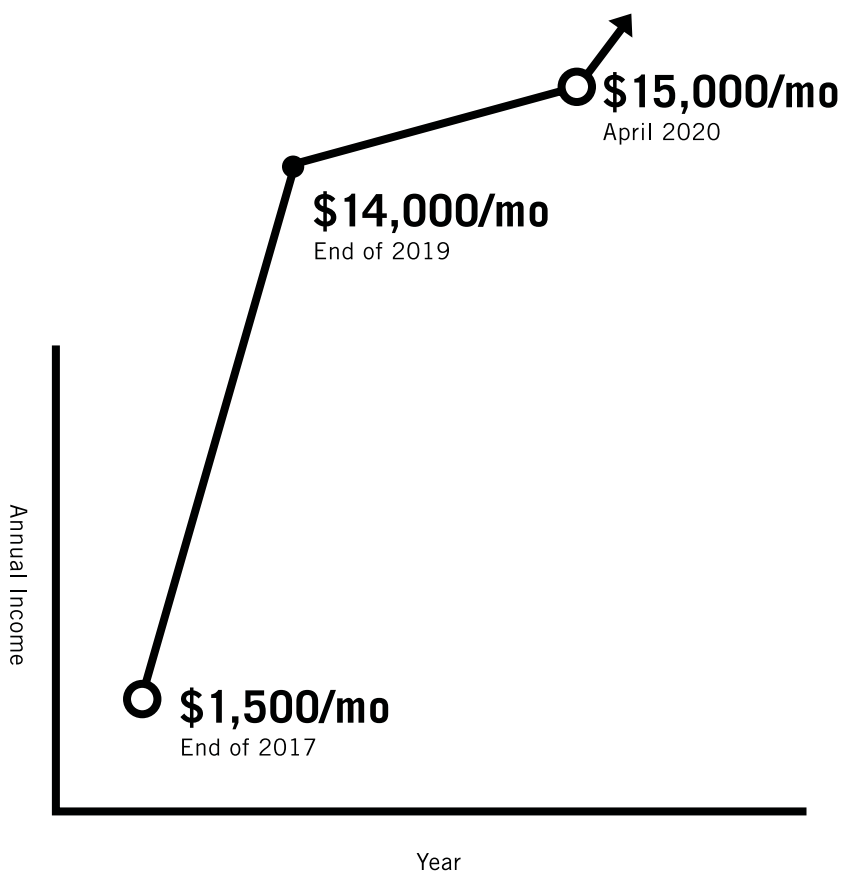
Business Coach and Sales Strategist
- YourSalesGenius.com

**I WENT FROM MAK-
ING \$1,500/MONTH TO
\$10,333/MONTH IN LESS
THAN 10 MONTHS. THAT'S **A 567% INCREASE**
IN UNDER A YEAR. I'M NOW UP TO \$15,000 A
MONTH.**

Is there one skill you learned that made all the difference?

Planning ahead. For example, when I speak I have everything in place, including my call to action, openings in my calendar for the sales conversations... everything to take advantage of the opportunity. Organization is still a work in progress with me, I might only be $\frac{1}{4}$ of the way there, but I'm better than I ever was before.

I also learned not to give up if someone's not ready. I keep following up; I keep giving them value and inviting them to webinars. It might be 12 months later that they are ready to hire me.



Did you always follow up so rigorously?

No! Before I didn't track it. I now have a CRM system and an email sequence to keep in touch with my leads. Now I don't say, "I need more clients". Instead I say, "I need 2 clients before this Friday."

What are your top ways to get leads?

Absolutely speaking first. At the end of my talk I give a postcard for people to book a call with me and get my free give-away.

Next is strategic networking. Now it's all on Zoom and you can see everybody's name and private chat with them ON the call and say, "Hey - let's connect!" They say, "Okay" and I reply, "Great! How about this Wednesday at 10 am?"

What did you fear or resist before but had a breakthrough?

Criticism. Now I'm able to step back and own my expertise. Because I have proof in numbers from people I've worked with that my process works.

I'm sensitive and it was never easy for me to be criticized. And Suzanne confronts me in the strongest way. I've had to remind myself it isn't personal. I know that she has my highest good in mind. This has been tremendous to help me be more confident in who I am. I've grown so much since working with her.

Finish this statement, "I have my own business because..."

It's important for me to live the life I want to live and have unlimited upside potential. I get to control the revenue I make.



Best "right now" strategies during this time in 2020...

Saying "yes" to every opportunity. "Want to join me on a Facebook Live?" - Yes!". "What to be on my podcast?" - "Yes!". The other day someone posted on Facebook, "I'm looking for podcast guests" and I said, "I'm in!" 250 applied and she only picked 6 and I was one of them!

TOP LEAD GENERATION STRATEGIES

Rolodex and Referrals

This is a no-brainer strategy that most people overlook because they think marketing has to be something complex and expensive. But the truth is, if you have a client-driven business, most of the people who hire you already know you.

- They've met you at an event.
- They heard you speak.
- They are a referral from a colleague or an existing client.

Most sales close because there's a personal connection. That's why leveraging your personal contacts - your Rolodex - is such a no-brainer!

Take the Personal Outreach 6 Week Challenge

Step 1: Categorize your personal contacts into 3 lists

- List A: They love you
- List B: They should love you
- List C: you have no idea how they will feel about you

Step 2: Send 3 personal outreaches a day to 100 people you know

- Figure 5 business days a week so about 33 total business days to reach 100 personal contacts - about 6 weeks.
- Send 3 PERSONAL phone calls, handwritten notecards, and/or emails a day.
- If it's a potential client, your goal is to get them on the phone for a sales call.
- If it's a possible referral source, your goal is to get referrals.

Referral Letter

Use this formula for writing a letter or email asking for a referral:

1. Greeting and why you are writing
2. Ask for the referral
3. Tell who you want to work with (your ideal client)
4. Tell what problems you solve
5. Tell what their referrals receive (free consultation to start)
6. Tell what's in it for them (if you have an incentive)
7. Call to action (how they specifically should send you referrals)



EXAMPLE OF A PERSONAL OUTREACH EMAIL TO GET A REFERRAL

NOTE: Anything in [brackets] are notes for you and not part of the actual email.

Subject:

I want to give you a special gift

Email:

Hello [FIRSTNAME],

I want to give you a gift...

For _#_ years now I've helped ___#___ of people ____ (“achieve...”, “experience...”, “get...” then state 2-3 specific results.) And while it's amazing to see the impact this work has, there's still a problem I was hoping you could help me with. There are still too was many people who continue to struggle with [primary problem you solve]. So year after year they're going without [primary outcome you deliver].

The more people I can connect with who just can't seem to get this solved, the more I can help. But I can't be everywhere at once. Here's where you come in. And I want to reward you with a gift for your support.

Here's how it works...

1. Think of 3 people you know who will benefit from the services I offer.
2. You can simply have them email me directly at _____ [Or send to a specific webpage to order.]
3. For every person who signs up for just one session with me, I'll give YOU a free session. [Or whatever your offer is.]

seeking to achieve:

[Keep these benefit descriptions short and to the point.]

- Benefit 1
- Benefit 2
- Benefit 3
- Benefit 4
- Benefit 5

Do you know of anyone who would benefit from any of these benefits I offer?

There's absolutely no pressure on them. I only work with people who really want [outcome]. And if they're not happy, I give them their money back.

If you have any questions, happy to chat on the phone or drop me a note.

Referrals like this help more people to experience [main benefit]. And I'm so grateful for connecting me with people who really need and want this support!

Thank you,

NAME



LEAD GENERATION: SPEAKING

This is foundational regardless of what stage they are at.

ORGANIZATIONS WHERE YOU CAN SPEAK

1. Membership spotlights
2. Speak at a local networking event (Virtual or in-person)
3. Conferences and trade shows hosted by industry and professional associations, as well as special interest groups
4. Business interest groups:
 - a. Chambers of commerce
 - b. Locally based business membership organizations
5. Colleges and universities — especially alumni-focused groups
6. Private events hosted by companies and nonprofits
7. Put on your own evening workshops
8. Put on your own 1-day event.

OTHER TYPES OF SPEAKING

1. Podcast guest
2. Telesummit guest
3. Facebook Live
4. Your own events and webinars



SPEAKING OUTLINE

Inspire

Educate

Invite

Motivate



CASE STUDY

Annie Gaudreault



Toronto, Ontario, Canada



Nutritionist and Wellness Coach - Veev.ca

**I GREW MY BUSINESS
141% IN ONE YEAR.**

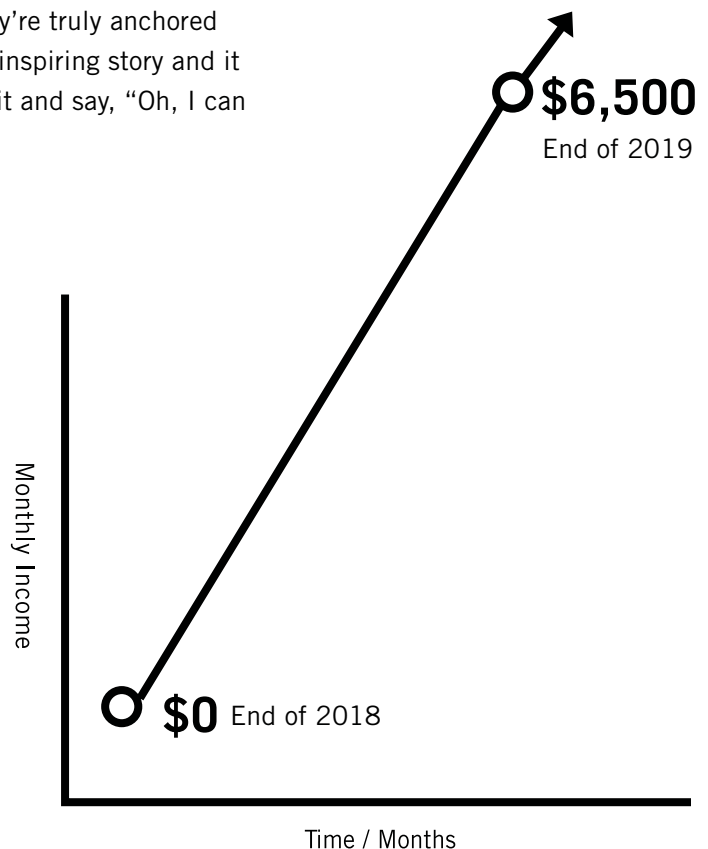
Was there one strategy that made all the difference?

Speaking without a doubt. I'm a terrible writer, but I'm a good speaker. My authentic voice and my passion for my topic really come through in my stories, statistics, and teaching points. They're truly anchored in my beliefs and not somebody else's. I have an inspiring story and it really comes through so people can identify with it and say, "Oh, I can do this, too!"

How often do you speak?

At least two times a week. Mostly it's virtual networking groups and sometimes I'm a guest on other people's Facebook Live and Private Groups. For example, last week I spoke at a virtual event that was a small women's leadership group and it was amazing. It was a free speaking gig the host said afterward, "I need what you offer so why don't I put a group together and you'll lead it." So I have a new paid group program for her audience.

It's easy to find virtual speaking gigs. I also do guest podcasting at least four times a month.



Is there one skill you learned that made all the difference?

I take a page out of Suzanne's book and I ask a lot more. I used to wait to be invited for the opportunities to come to me with a bow on it. That didn't work so now I reach out myself much more. I'm always looking for opportunities that I can plug myself into. I don't let myself off the hook.

Give an example of how you do this.

When I used to give a talk I was passive. I barely talked about my program. Now during my talk I'm seeding my program. For example, let's say I was teaching about healthy habits. Now I drop-in, "This key point about how to beat procrastination I teach a lot about that in my group programs." So at the end of my talk they are ready to hear about my group program.

Also, when I'm out networking I'm constantly asking for referrals, which I wasn't before. I'm always asking for other speaking and networking opportunities. For example, after I speak at an event I always suggest to the host 3 or 4 other hot topics that their audience would love. So I'm getting a lot of places rebooking me over and over again.

What's been your biggest aha?

This is not a hobby. I'm not in this because I have nothing else to do. I'm 50 and starting a new business. It's like climbing uphill and I don't have any time to waste. I'm working hard in my business. But it's worth it. It doesn't matter if I'm comfortable or not, I just go. Because my business is only going to be as big as I personally allow it to be. I'm the limit, not the business so I need to grow and learn.



Finish this statement, "I have my own business because..."

... I've got this fire inside of me and I can't ignore it. I want to serve.

LEAD GENERATION: STRATEGIC NETWORKING

WHAT IS STRATEGIC NETWORKING?

- A place that meets weekly or monthly.
- You build relationships long term.
- You give more than you ask.
- You share your point of view.
- It's not random.
- You always have a next step, a call to action, in every conversation. It could be to:
 - Book a call with you.
 - Get a referral.
 - Find other networking and speaking opportunities.

NETWORKING DOESN'T WORK.

BUT STRATEGIC NETWORKING WORKS BEAUTIFULLY.



LEAD GENERATION: SPONSORSHIP

- Sponsor events with either a booth, paid speaking gig, or both.
- Can be as simple as a local networking meeting (About \$100) to big conference stages (\$10,000+)
- Your goal is to collect leads.
- Your focus has to be on following up after the event. Many people screw this up and just don't follow up! Crazy! The money isn't made right away - it might take months of follow up.



LEAD GENERATION: SOCIAL MEDIA



TOP WAYS TO USE FACEBOOK

1. Facebook Live
2. Facebook Groups
3. Facebook Challenges

WHAT TO POST

1. Proof
 - a. Demonstrate that you know what you're doing.
 - b. Case studies of clients.
 - c. Presentations you've given on stage or online.
 - d. New data that you collected from your client work - from your own business.
 - e. Share your knowledge and insights around the results you're getting with clients.
 - f. Testimonials.
 - g. Media you're getting.
2. Latest News
 - a. From your industry.
 - b. Your takeaways from published studies.
 - c. Your takeaways from general current events.
3. Thought Leadership
 - a. Videos, articles, audios of your content.
 - b. A couple of pages from a book you've written.
 - c. Quotes (your own and others)
4. Value
 - a. Your own templates, checklists, resources, special reports, white papers, etc.
5. Personal
 - a. Share from your personal life.
 - b. Share old photos of you.
 - c. Tell anecdotes.
6. Promotions
 - a. Things you're promoting and offering.

See Suzanne's social media for examples:

www.facebook.com/TheDrivenInc

www.instagram.com/TheDrivenInc



LEAD GENERATION: NURTURING

TWO GROUPS TO NURTURE

1. Personal Connections
2. Email List

PERSONAL CONNECTION NURTURING

Personal Nurturing

Your goal is to simply add value to people you know.

- Write postcards or letters directly to people. For example:
- Clients
- Past clients
- Leads
- Colleagues
- Centers of influence
- Associates
- Etc.

What Personal Nurturing Looks Like

- Sending handwritten note cards to everyone.
- Thanking them for something.
- Acknowledging a win for them.
- “Thinking of you...”
- Sending thoughtful gifts.
- Making referrals.
- Giving cool resources and vendors you like and have vetted.
- Sharing opportunities: speaking, networking, influencers you know, etc.
- Inviting colleagues to parties, dinner, coffee.
- Going to events together.
- Sharing hot trends, tips, information.

How To Do Personal Nurturing

Schedule in 1-2 hours a week for personal nurture. Do the above list to people you know.



LEAD GENERATION: NURTURING

NURTURING YOUR EMAIL LIST

2 Types of Email Marketing

1. **Initial Sequence:** When a lead initially opts in they get an initial nurture sequence for about 2 weeks.
2. **Newsletter:** After the 2 weeks, they are put on your house list and get your newsletter and special promotions.

Email Sequence after the opt-in

- Your email sequence has 3 elements:
 - Content
 - Engagement
 - Promotion

Day 1: Welcome/Tease

- Connect and initiate a conversation.
- Download link to your lead magnet.
- Tease cool extra stuff coming soon.

Day 2: Did you get this?

- Download reminder.
- Bonus tip.
- What's next - Invite to have a 1:1 conversation with you. This can be in the P.S.

Day 4: Highlight the gift or more content

- Highlight something juicy in the free gift or add another great content piece.

Day 7: Proof

- Tell the story of a client who had a problem, what you did to solve it (this is content!), and what the result was. Give a CTA to book a call with you.

Day 10: Surprise Bonus!

- Something extra they weren't expecting.

Day 14: Solo email for the next step

- Make this email all about moving them to the call.



LEAD GENERATION: NURTURING

NURTURING YOUR EMAIL LIST

Newsletter Content Cycle

1. Proof
 - a. Demonstrate that you know what you're doing.
 - b. Case studies of clients.
 - c. Presentations you've given on stage or online.
 - d. New data that you collected from your client work - from your own business.
 - e. Share your knowledge and insights around the results you're getting with clients.
 - f. Testimonials.
 - g. Media you're getting.
2. Latest News
 - a. From your industry.
 - b. Your takeaways from published studies.
 - c. Your takeaways from general current events.
3. Thought Leadership
 - a. Videos, articles, audios of your content.
 - b. A couple of pages from a book you've written.
 - c. Quotes (your own and others)
4. Value
 - a. Your own templates, checklists, resources, special reports, white papers, etc.
5. Promotions
 - a. Things you're promoting and offering.

Throughout all the above you can mix in personal stories.



LEAD GENERATION: DIRECT MAIL

MAILING TO A LIST

- Your own list or a paid list.
- Examples of what to mail:
 - Bulky, personalized mail to specific people on your list with an invitation to talk with you. This makes you stand out.
 - Postcard to promote a webinar, offer, event.
 - A letter asking for referrals.



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... anybody who's willing to hit the number they need to hit every day can be successful in business (even if you suck at what you do in business). Success in business boils down to volume and consistency.





CASE STUDY

Katia Rave



Durham, North Carolina



Business Coach - RaveStrategyStudio.com

**2510.4% INCREASE IN
MONTHLY INCOME IN
1 YEAR.**

What's the secret to your success?

I do everything my coaches tell me; not next week or next month, but right away. Having their support gave me the confidence to charge way more than I was charging... and I'm better at sales now so I'm closing more sales than ever before.

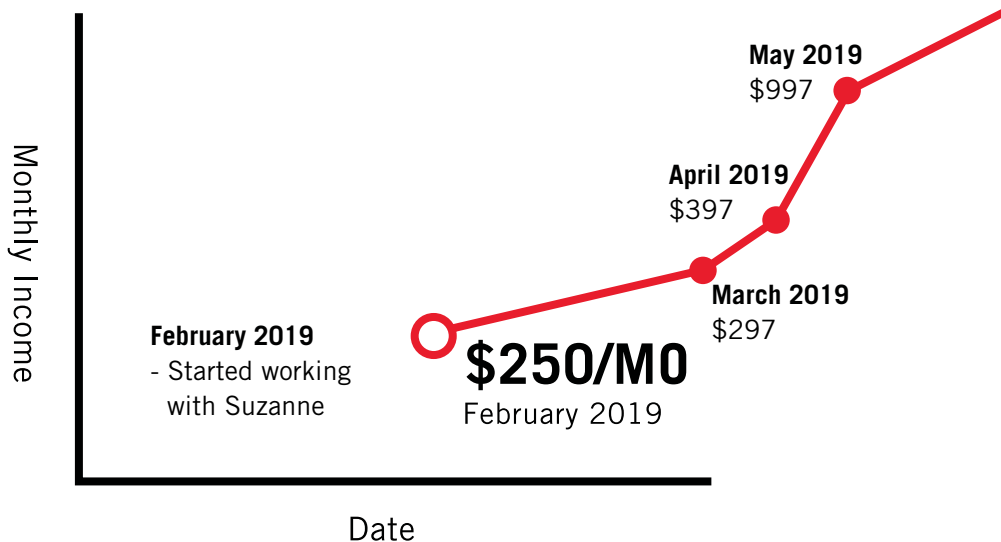
What tactics are working best for you?

Networking and speaking. I offered myself to speak everywhere. I called my entire Rolodex. And I wasn't afraid to pay to speak because I knew I'd get clients from it.

Is there one skill you learned that made all the difference?

Time management. I live by my Excel to-do list. I used to hate it. But it makes me money so I love it now! Everything in my day is planned. I even use a timer for my work sessions so I stay focused.

Across the board, I'm more organized. My computer is organized. I use a CRM system to organize and track my leads. I track my opportunities. It's been life-changing.



“I have my own business because...”

I love the thrill and I know it's going to get me a cottage by the sea in Europe. I see it in my mind. Every day is exciting.

What was your biggest breakthrough since working with Suzanne?

It's not about me - it's about them. I'm not scared to get on stage anymore because it's not about me, it's about what I can give. I'm good at what I do, which is to fix the problems my audience has. So even if I forget my words, it doesn't matter because I know the problem I solve very clearly.



\$6,526/MO

February 2020

Why speaking?

I used to have a beautiful speech but it didn't convert. Suzanne taught me how to sell from the stage. Big difference! For every talk I give now I book at least 10 - 15 hot leads into calls with me.

**Best “right now” strategies during this time in 2020...**

I did over 70 Facebook Lives. In the beginning, it wasn't easy! I kept saying, “This is stupid! I'm talking to myself!” But I knew I had to stick with it. And I'm glad I did because it's opened so many doors for me. I got invited on 2 TV shows, multiple podcasts, virtual speaking stages... on top of the great clients that came from it. People look at me as an expert now.

THE MARKETING MAP

It all starts with leads. Do a couple of lead generation tactics consistently. Focus on a couple of ways to get leads versus trying to do them all.

MARKETING MAP EXAMPLE #1

IF YOU NEED 12 SALES CONVERSATIONS IN A MONTH

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Week 1	Facebook Live (1 Lead)			Networking	Guest Podcast (2 Leads)
Week 2	Facebook Live		Speak to a group of 20 people (7 Leads)	Networking (1 Lead)	
Week 3	Facebook Live (1 Lead)			Networking	
Week 4	Facebook Live			Networking (1 Lead)	

Lead Generation Strategies and Number of Leads

1. 4 Facebook Lives = 2 leads a month
2. 1 Speaking gigs = 7 leads a month
3. 4 Networking = 2 leads a month
4. 1 Guest Podcast = 2 leads a month

Total leads per month = 13



THE MARKETING MAP

MARKETING MAP EXAMPLE #2

IF YOU NEED 24 SALES CONVERSATIONS IN A MONTH

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Week 1	Facebook Live (1 Lead)			Networking	Guest Podcast (2 Leads)
Week 2	Facebook Live		Speak to a group of 20 people (7 Leads)	Networking (1 Lead)	
Week 3	Facebook Live (1 Lead)			Networking	Guest Podcast (2 Leads)
Week 4	Facebook Live		Speak to a group of 20 people (7 Leads)	Networking (1 Lead)	Sponsor an event every quarter (10 Leads a month average)

Lead Generation Strategies and Number of Leads

1. 4 Facebook Lives = 2 leads a month
2. 2 Speaking gigs = 14 leads a month
3. 4 Networking = 2 leads a month
4. 2 Guest Podcasts = 4 leads a month
5. 1 Sponsorship a Quarter = 30 leads a quarter = 10 leads a month

Total leads per month = 32



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**EVERYBODY WANTS TO
CHANGE THE WORLD
BUT FEW PEOPLE
WANT TO CHANGE
THEMSELVES.**





Rick Tamlyn



Palm Springs, California



Impact Developer - RickTamlyn.com

**BECAUSE OF SUZANNE'S
HELP WE MADE MORE
IN ONE WEEKEND THAN**

**WHAT WE MADE IN ONE YEAR... AND WE
WERE MAKING LOW 6-FIGURES IN A YEAR.**

You made more in one weekend than you did all the previous year!?

Yes! Through our events. In the past we were putting on popular events but we were losing money at each event. It was a lovely impact model, but a lousy income model. We hired Suzanne and said, "What do we do because this is not sustainable?"

What strategy did she give you?

Selling programs from the stage. It's so simple, but we weren't doing this before.

Was there a particular shift that made all the difference?

Yes, there was a mindset shift and a tactical shift.

The mindset shift was the realization that the world wanted to buy something from me. Here's the funny part... When we made our first offer from the stage, our community and audience gave us a standing ovation. Not because of how well the offer was done because I was a little nervous. It was more like, "Finally!" because my fan base was in the room and said, "Thank God you've been talking about doing this forever. Thank God you are finally throwing it into the world."

The tactical shift was the art of making a heart-based offer versus the standard, "There's this thing I want to sell. Do you want it?" There's artistry in a powerful offer.



**What was your biggest breakthrough?**

I learned it's okay to make good money while making an impact. I had money stuff before. My mindset shift was learning to receive good money for good work.

Finish this statement, "I have my own business because..."

...it's really fun to be creative. It's a privilege and honor to take personal responsibility for generating the life I want. It's confronting, but that's part of the fun.

THE CYCLE OF QUITTING



THE CYCLE OF BEING DRIVEN



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**I WILL NOT MAKE
MYSELF SMALL SO
YOU FEEL BETTER.**

- Suzanne Evans





CASE STUDY

Sherra Bell



Atlanta, Georgia



Business Coach for Creatives - SherraBell.com

**MY REVENUE HAS
DOUBLED EVERY YEAR**

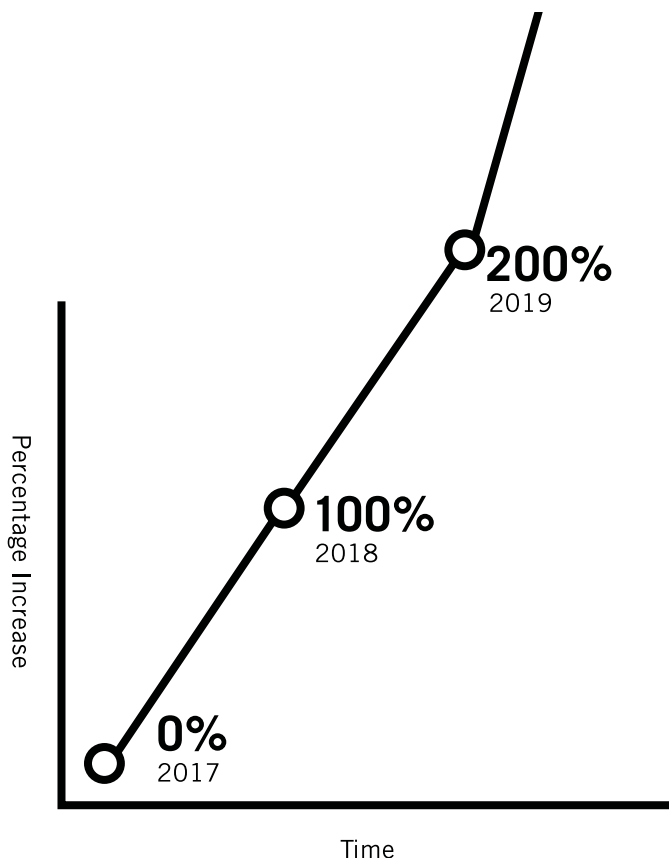
400%
2020

**SINCE STARTING TO
WORK WITH SUZANNE IN LATE 2017, AND
I EXPECT IT TO DO THE SAME AGAIN THIS
YEAR IRRESPECTIVE OF THE PANDEMIC.**

Was there one strategy that made all the difference?

Yes! Before working with Suzanne, I tried for years to flip my focus to coaching/consulting but couldn't get to my income goals selling the new services by the hour for short engagements.

Suzanne helped me design a new year-long program, which I sold almost immediately... within the month at my very next speaking engagement.



What's been your top way to get leads?

Speaking and workshops. I have belonged to and held leadership positions in a well-respected national design association for most of my career. Suzanne taught me how to leverage my relationships with chapter organizers across the country. I have spent the past couple of years speaking at their events. My topic is about selling value versus hourly time.

From the main talk I usually offer a followup one-day workshop, which consists of 30-minute hot seats working individually with each attendee to solve a single business problem. The hot seat problems typically focus on either pricing and packaging an ideal offer, positioning uniquely in the market, or prospecting for leads and talent. Attendees receive a complimentary private follow-up call where I invite them to my next offer.

What's been the most important thing you've learned?

That would definitely be how to price and package offers that are easy to sell based on potential ROI. My sales conversations are easy because I point to their money-making potential.

What did you fear or resist before but had a breakthrough?

Spending big money in the hope of making bigger money always brings an element of self-doubt about my ability to justify and manage the expense until the payoff for the next stage of growth comes. But I continue to do it because every time I've stretched, pushing through the fear expands my business and fundamentally transforms who I am as it is what I actually invested in.

Being part of Suzanne's community also expands my sense of what is possible. There is such an amazing energy of encouragement and so many wonderful role models ahead on the path. Fear simply loses its power when surrounded by that much collective courage and success.

**Finish this statement, "I have my own business because..."**

...I am wired to be an entrepreneur. I was a restless, overachieving employee who struggled with knowing my place in a rigid corporate hierarchy. The unlimited income potential and the flexibility of being in charge of my own destiny mean I choose the problems I want to solve, the clients I want to work with, and how much or little I want to travel. That gives me the freedom to care for and spend time with my aging and sick parents that wasn't there when I worked for my last employer even with "unlimited vacation."

NOTES

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