

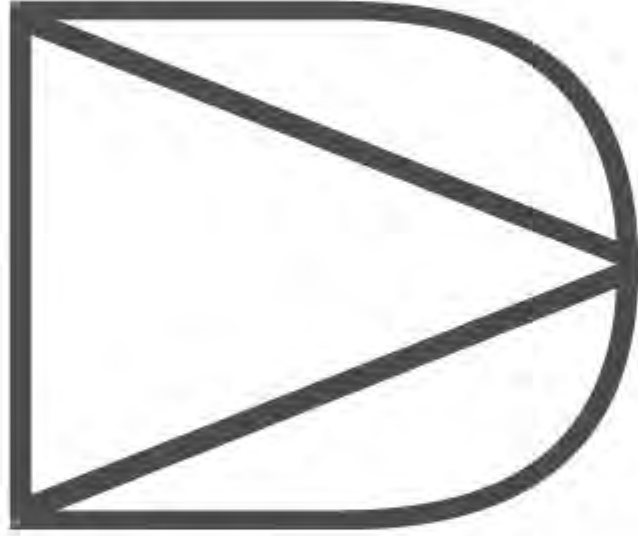
DRIVEN

THE EVENT

HOME EDITION

APRIL 21-23, 2021

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 April 21-23. 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 April 20 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. An email with the link to the portal along with your username and password was sent to you when you signed up for the event.

EVENT REGISTRATION

The team will be available to get you registered for the event, April 20th from 12 pm ET - 6 pm ET. Please note the Registration Desk is a Zoom room staffed by a Driven Team Member, so when you visit, a Zoom room will open.

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

ZOOM ETIQUETTE

Since this is a live INTERACTIVE event using Zoom, 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.

You will be muted during the event but there will be many opportunities to raise your hand and ask questions. To do this, during a meeting, click on the icon labeled "Participants" at the bottom of the Zoom screen. You will then see an icon that says "Raise Hand". Click it and the host will see you've raised your hand. When they call on you, you can unmute yourself.

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.

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. Please note the Help Desk is a Zoom room staffed by a Driven Team Member, so when you visit, a new Zoom room will open.



SCHEDULE

All times in US Eastern Time

Registration for the Event	Tuesday, April 20 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, April 20 from 6:00pm to 7:30pm
Lunch & Learn Sessions	Wednesday, April 21 and Thursday, April 22 approximately 1pm
Bedtime Bonus Session	Thursday, April 22 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.





#225
Inc. 500

2012

Inc. 5000
#680

2013

Inc. 5000
#1097
2014

2014

The New York Times
BEST SELLER

FOX NEWS

Shine
WYLLIE

BUSINESS INSIDER

News 13

South Capital Business Review

focusAtlanta

WINDY CITY MEDIA GROUP

CHICAGO SUN-TIMES

The Examiner
SAN FRANCISCO

WICHOWS LIVING

WHHI

PopCenter

BUSINESS NEWS
TAMPA

Inc. 50

Inc. 50

Inc. 50

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Inc. 50



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.

Blueprint Life Coaching

Design Your Best Life !

Suzanne Evans, MA
Life, Career, and Business Coach

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



Veronique Prins



Moordrecht, Netherlands



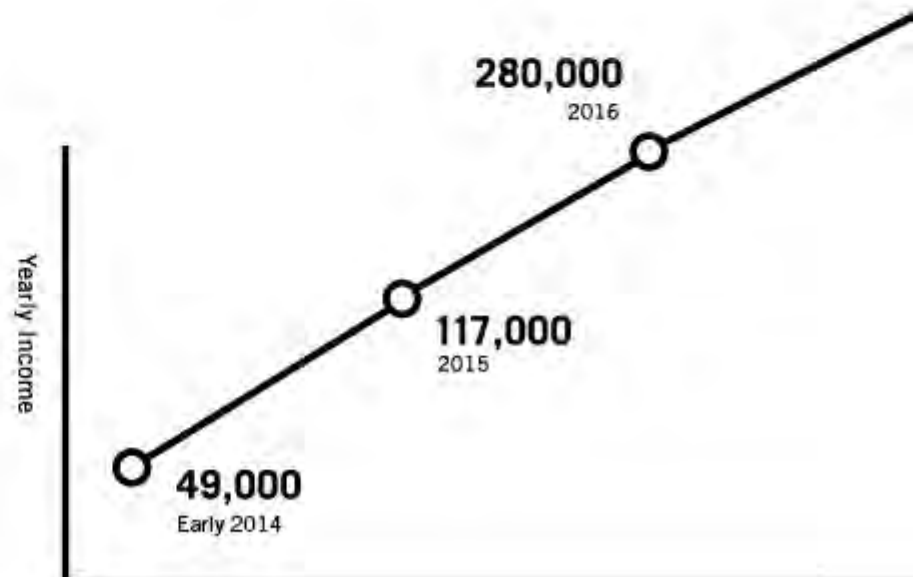
Business Mentor - JeZaakVoorElkaar.nl

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

WITH SUZANNE IN 2014. THAT YEAR I INCREASED MY REVENUE BY 4X... I DID MY FIRST 7 FIGURES IN 2018. IN 2020 I MADE \$2.1 MILLION.

How did you go from €1000 a month to \$133,333 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 every month for 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 it. 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 2021...

On March 16 I was afraid that I would lose 60% of my business because of Corona. I had to make the move from offline to online and that took a lot of flexibility and doing new things. In the end, it worked out fine. Even better than my initial goal for 2020.

It has some challenges but also a lot of changes. Exactly like we want our business to be as entrepreneurs.



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.



EXPLORER

"Figuring it out"

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



CREATOR

"Working it out"

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



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.



River Nice

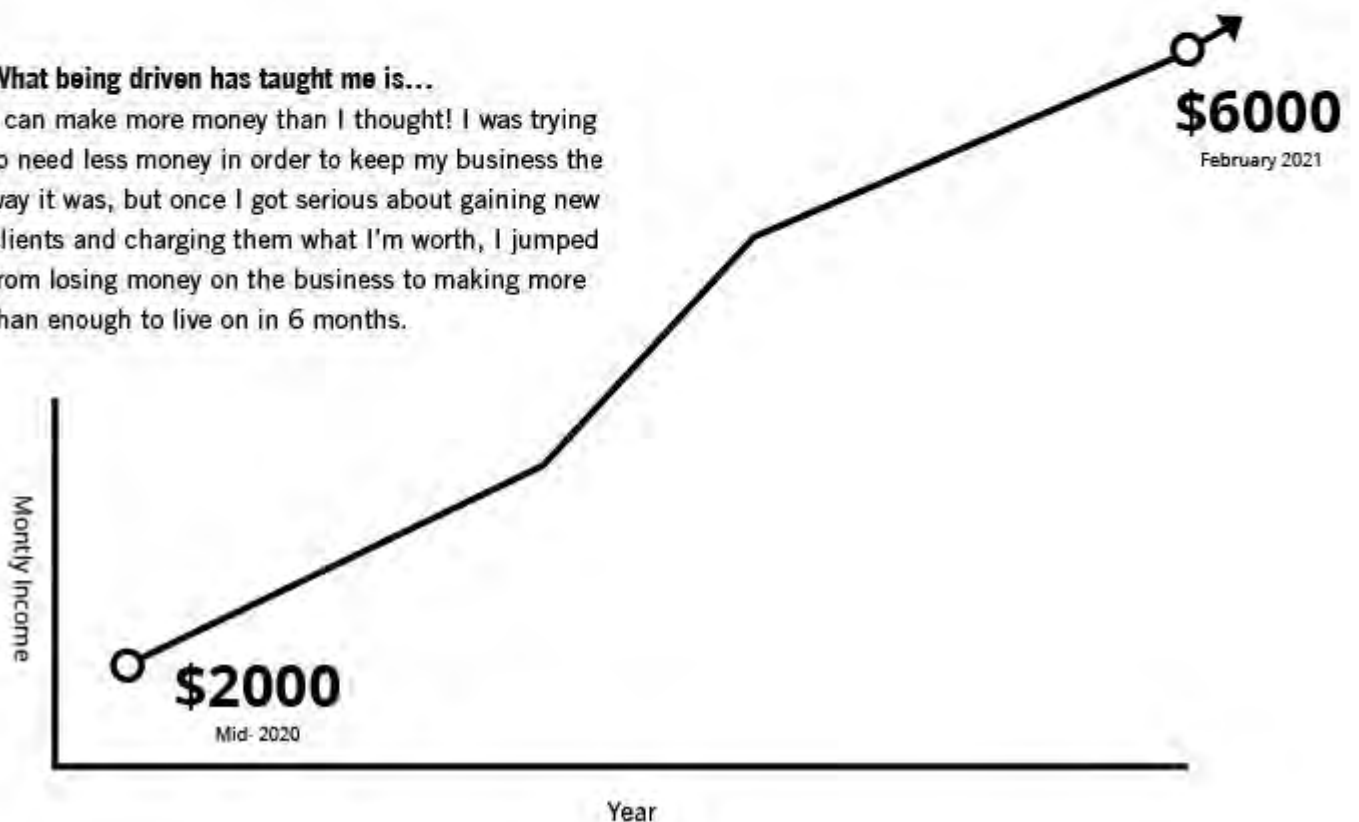
 Philadelphia, PA

 Owner & Financial Planner -
BeintentionalFinancial.com

200% INCREASE IN UNDER 1 YEAR

What being driven has taught me is...

I can make more money than I thought! I was trying to need less money in order to keep my business the way it was, but once I got serious about gaining new clients and charging them what I'm worth, I jumped from losing money on the business to making more than enough to live on in 6 months.



My business grew because...

I got serious about making money! Driven taught me which actions actually lead to dollars in my bank account. Then I couldn't just sit around and wait for clients to come to me. I knew how my actions (or inaction) were impacting my income. Once Driven taught me how to track my activities and resulting revenue, I got competitive with myself and started actually hitting my income goals!

The difference that made all the difference...

Raising my prices. I can't believe how much I was undervaluing my services a year ago. And I see now that that led to other people undervaluing my services, too! I actually started gaining clients much faster after bringing my prices up to reflect how much value I could bring to their lives.

My biggest breakthrough was...

Sales training helped me better understand the value of my services, and then communicate that to my potential clients. Often, prospective clients are scared of making changes, so they hesitate to work with me and improve their own lives. I understand that now, and I better serve them by encouraging them to do the scary thing and get help from me!

The most important things I learned were...

To understand how clients find me, to do more of the activities that lead to new clients finding me, and to make sure a potential client starts working with me right away if I know that I could improve their life.

The person I've become is...

...more confident! Before working with Suzanne, I was starting to think I couldn't make it on my own yet, and that I would need to take a job again. But now I feel totally capable of making a living, serving my clients well, and continuing to grow and improve all of my skills. I'm so excited that I get to do this for my whole life.



I have my own business because...

It allows me to be exactly who I am, 100% of the time. I don't have to pretend to be somebody else in order to fit into an office culture. I am the one who decides every day what to prioritize and what to de-prioritize. And I can see the direct results of my efforts, both on my clients' faces and in my bank account.



WHAT PROBLEM DO YOU SOLVE?

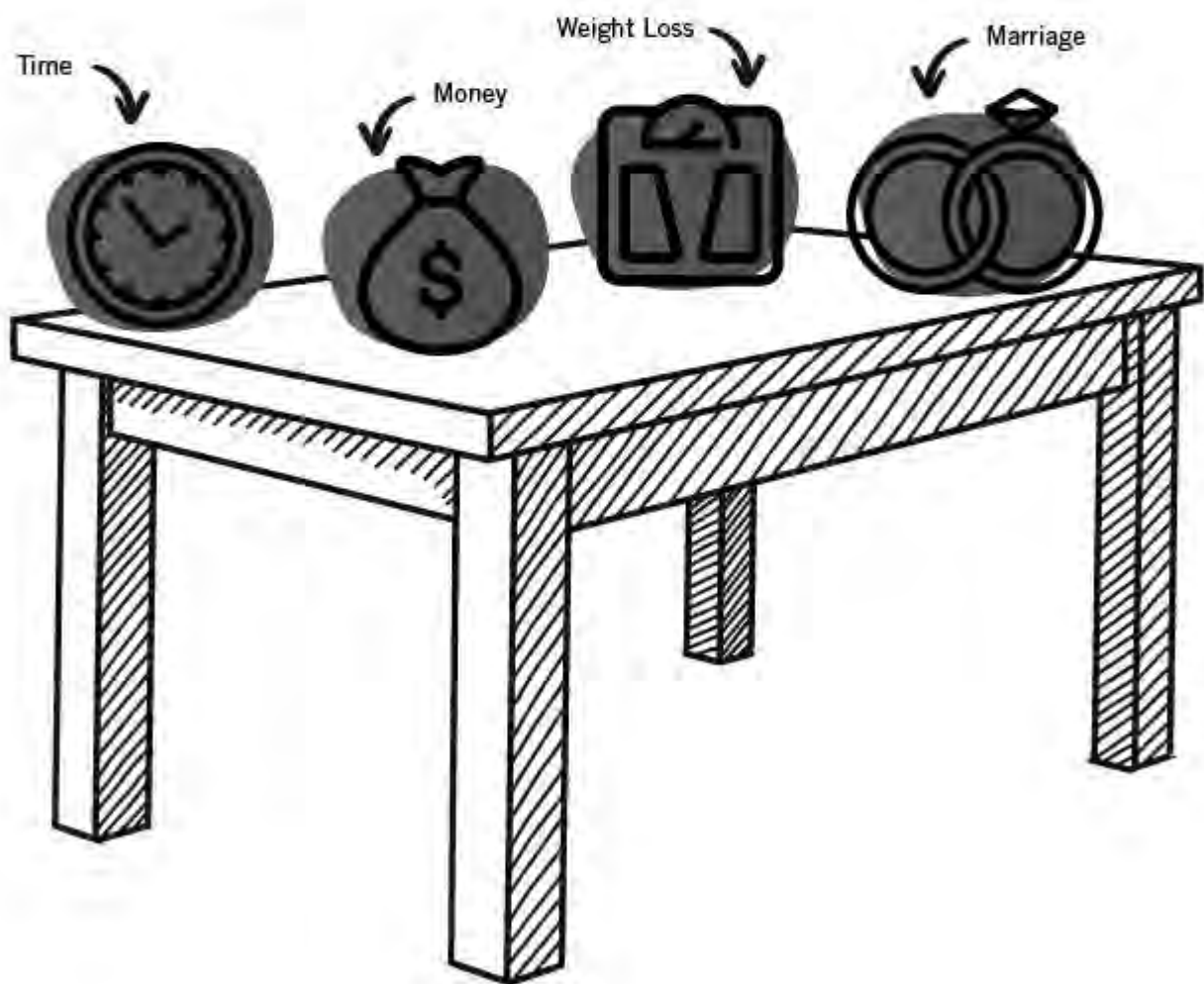
IT HAS TO BE TANGIBLE!

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.



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!"	Get to and stay at your ideal healthy weight.
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.
Real Estate Agent	"Where can I find a beautiful home at a great price?"	Find your perfect home at a great price.
Real Estate for Sellers	"How much is my house worth? Is it time to sell?"	Sell your home at the best possible price.



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 - When leads initially talk with you, what do they complain about?



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 EARNED \$75,104.92

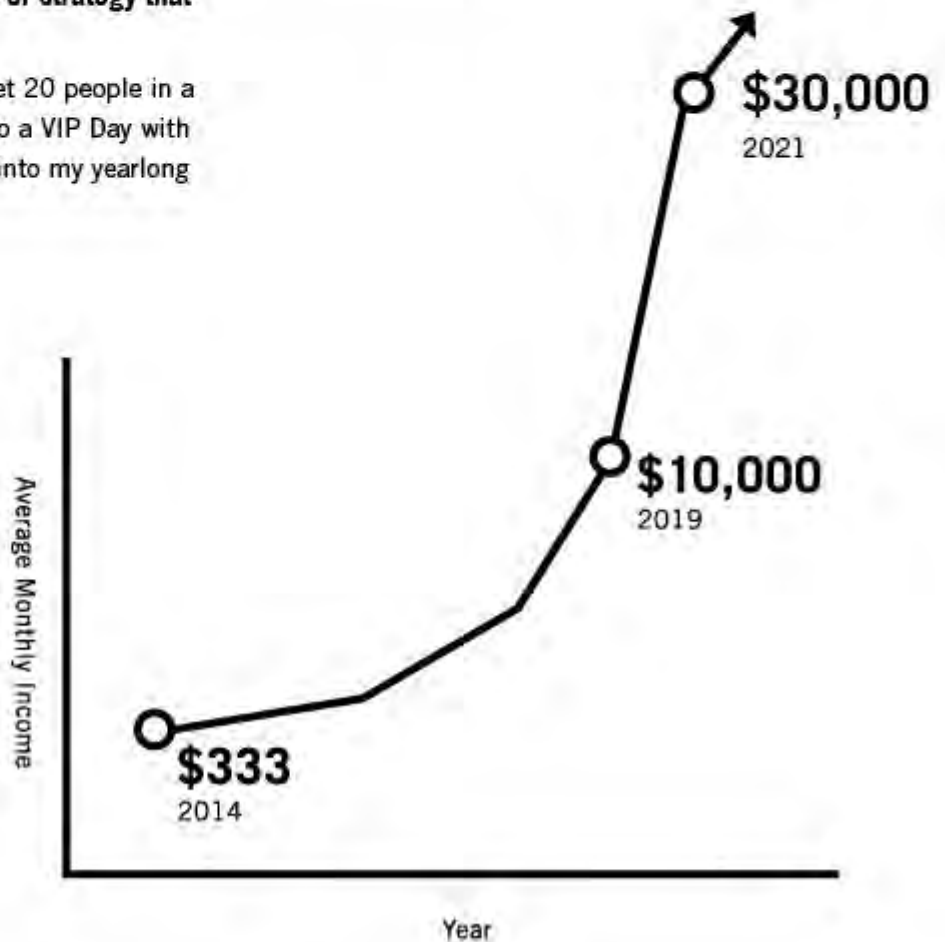
IN 35 DAYS.

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 stayed 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 didn'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.

I'm still helping them one year later, and im still eraning money from the FREE group

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.

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

MY AVERAGE MONTHLY INCOME INCREASED 267% IN ONLY 3 YEARS. I'VE REACHED THE STAGE WHERE I HAVE ALSO TAKEN A MORE LEADERSHIP ROLE WITHIN MY INDUSTRY.



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. However, this past year I've started a Facebook group with my "competitors", run Clubhouse rooms, workshops and masterclasses, all of which support me in being more visible.

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 \$3,800,000 in sales in 2020. That's from 14 events my team and I produced, DURING a Pandemic when Live events were forbidden!

What that means is we not only kept our clients in business, they kept their teams employed but we also supported over 7000 people from over 26 different countries through these events.



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.

Being in an industry that completely shut down in person meetings meant I got to CHOOSE if I was going to shut down with it or take a stand and become a leader in my industry. I choose to lead and by doing so was able to also change the lives of thousands of people around the globe. To me, that is POWERFUL!



CASE STUDY

Helena DeJong



Laren, Netherlands



Leadership Coach - ZekerJezelfZijn.nl

**MY MONTHLY INCOME GREW
FROM €900 A MONTH TO
€9,888 A MONTH IN JUST
THREE YEARS!**

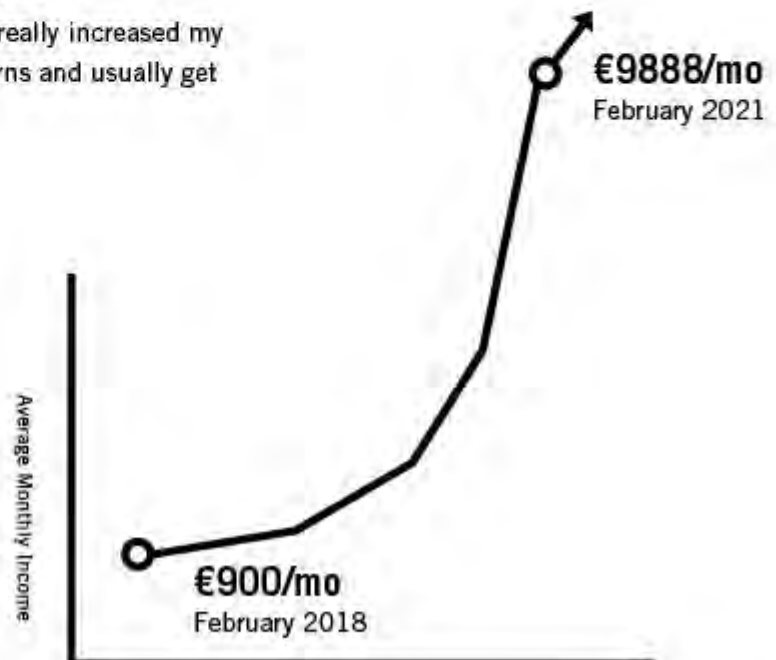
Was there one strategy that made all the difference?

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.



What was your biggest breakthrough?

It's so simple, but setting an income goal every month. When I started doing that I put €12,000/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 €8,000. 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 2021...**

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.



Jennifer Cunningham



Toronto, Ontario, Canada



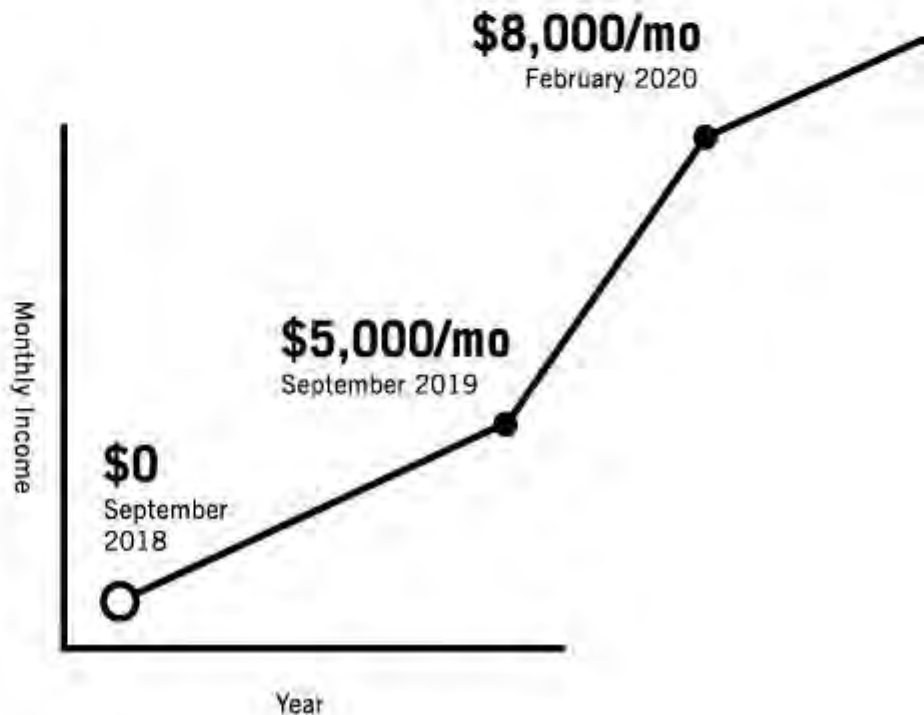
Marketing and Content Strategist
- ImYourCMO.com

IN 2020 I MORE THAN DOUBLED THE INCOME I MADE IN MY CORPORATE JOB THE YEAR BEFORE.

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

I am certainly not an “overnight success.” It took me a year working the business as a side hustle before I decided to leave corporate and go for it full time as the pandemic started. I worked hard and kept going; I had the support I needed and the accountability to continue to move forward.

I’m beginning to create a more balanced schedule now by hiring team members. 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 - you have to get used to it.



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

I learned to say NO. When I first started, I would accept any client looking for copy and marketing support. The problem was that it was inefficient, and I wasn't in my zone of genius.

By clarifying who I wanted to work with and niching down, it was easier to have sales conversations, network, and develop partnerships. It was a little scary at first, but I trusted that it would leave room for the perfect client to come along by saying no to someone that wasn't the right fit.



What are your top lead-generating activities?

I doubled down on strategic partnerships with complementary businesses that share a similar client avatar. Since I help business owners clarify their message and create their website, lead magnet, and emails, I aligned with web developers, graphic designers, digital marketing agencies, and social media writers. We worked together to develop packages or a referral system that would make it easier for clients to get the outcomes they were looking for quickly and painlessly.



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

As strange as it sounds, I resisted stepping into being "CEO" of my own business. I had worked in a job for over 25 years and there is comfort in the hierarchy. I had to lay it all on the line - and it worked out!





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 like challenging myself, and it allows me to live with the freedom that I want. I'm building a house in a ski town on the lake, and I have time to train for my 4th Ironman triathlon while still running my business. If 2020 taught us anything – it is that we can do hard things. Life is too short just to plod along.

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

A universal strategy is to get really clear on the problem that you solve and learn to articulate that so that you don't have to make people work too hard to figure out what you do. Also, show yourself some grace. It has been a tough year!

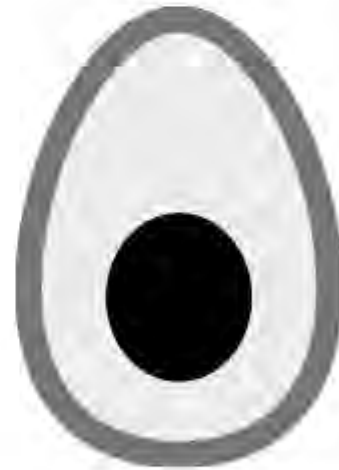
THE 3 TYPES OF INCOME

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, done-with-you, One-on-one, etc)

LEVERAGED INCOME OFFERS

\$

- Small group programs
- Large group programs
- Events
- Bundled service and/or product packages

PASSIVE INCOME OFFERS

\$

- Products
- Digital courses
- Books
- MP3's



TYPES OF INCOME - SUZANNE'S EXAMPLE

ACTIVE INCOME



LEVERAGED INCOME



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: _____




CASE STUDY



Karen Strauss

 New York, New York

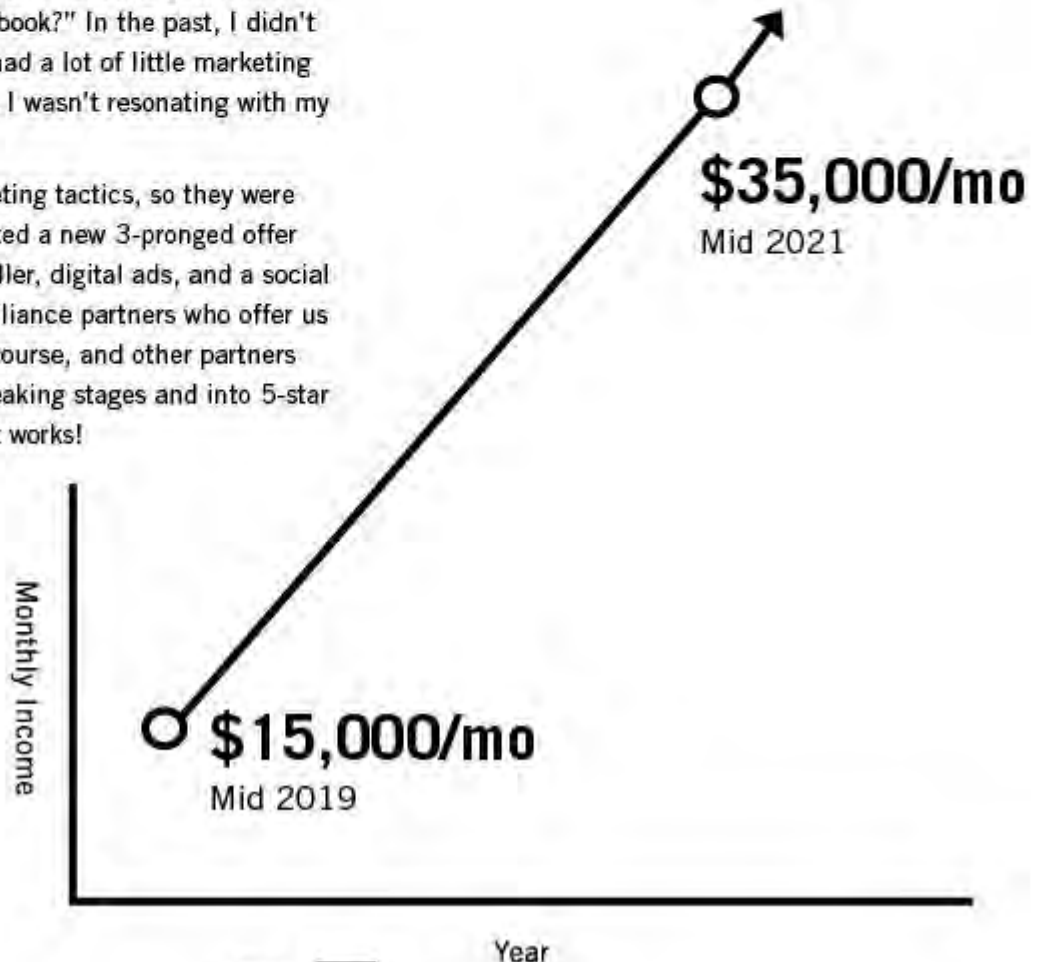
 Publisher - HybridGlobalPublishing.com

**I WENT FROM \$15,000
A MONTH IN 2019 TO
\$35,000 A MONTH IN 2021**

What's been one of your biggest breakthroughs?

One of the most common questions I used to get from clients is, "How do I promote 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 clients.

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. I have also formed alliance partners who offer us a heavily discounted publicity course, and other partners that help my authors get on speaking stages and into 5-star hotels. 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.

One of the best ways I get leads is by speaking and sponsorships. I find this is a fantastic way to build my mailing list and to book people on a call to talk about my publishing services

Was there one strategy that made all the difference?

There were three. 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!

In the last year, I added a writing workshop called The Big Leap Retreat where we work with people who want to write a book but have been stuck. In two days they have their complete outline done and many go on to sign up with me to coach them and get their books written and out into the world.

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

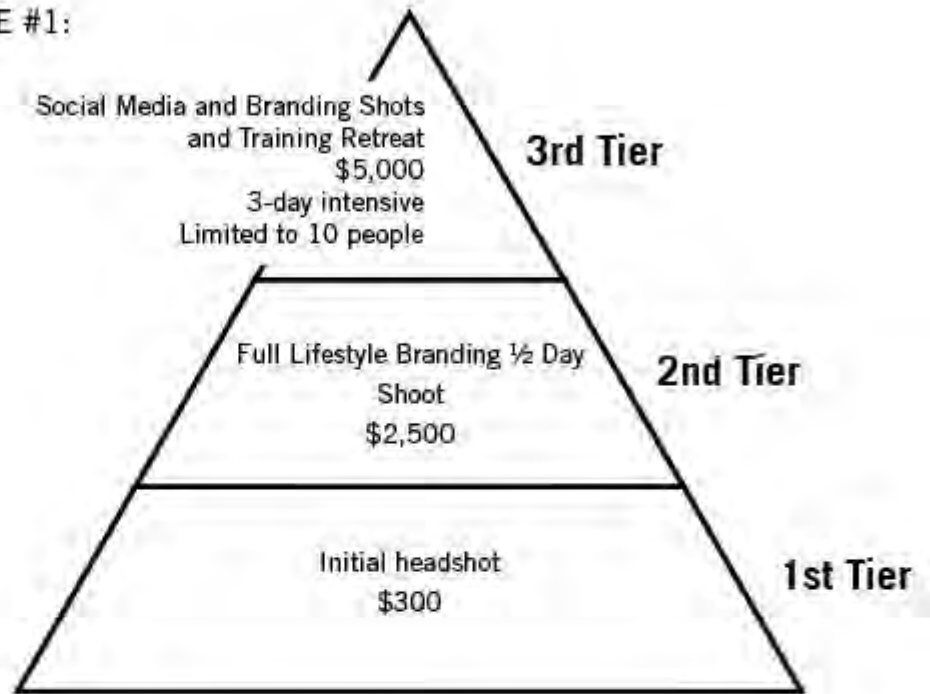
**Finish this statement, "I have my own business because..."**

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.

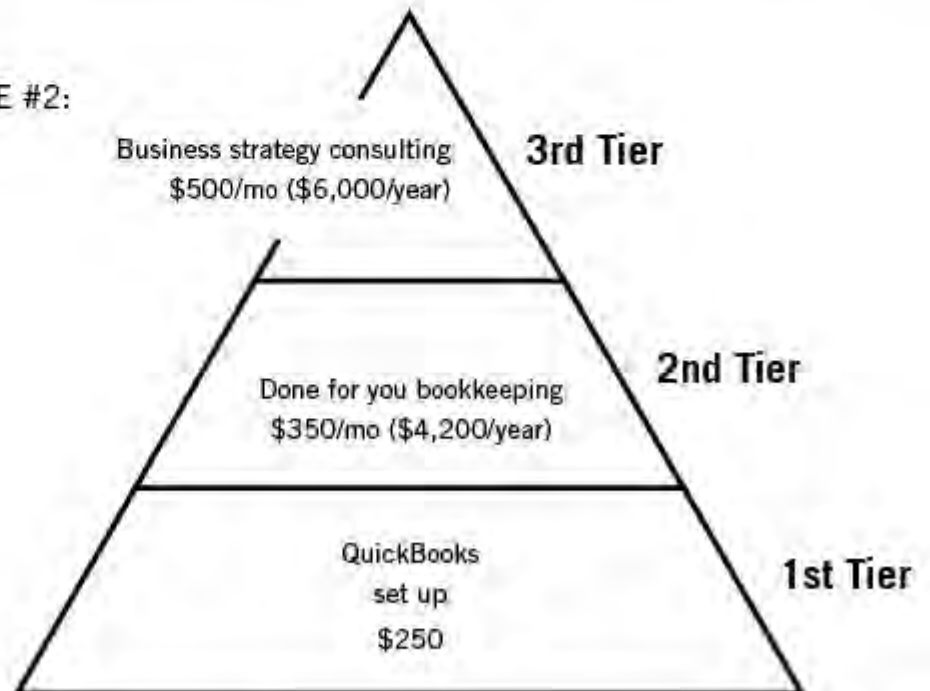


MONEY MOUNTAIN EXAMPLES

MONEY MOUNTAIN EXAMPLE #1: PHOTOGRAPHER



MONEY MOUNTAIN EXAMPLE #2: ACCOUNTANT

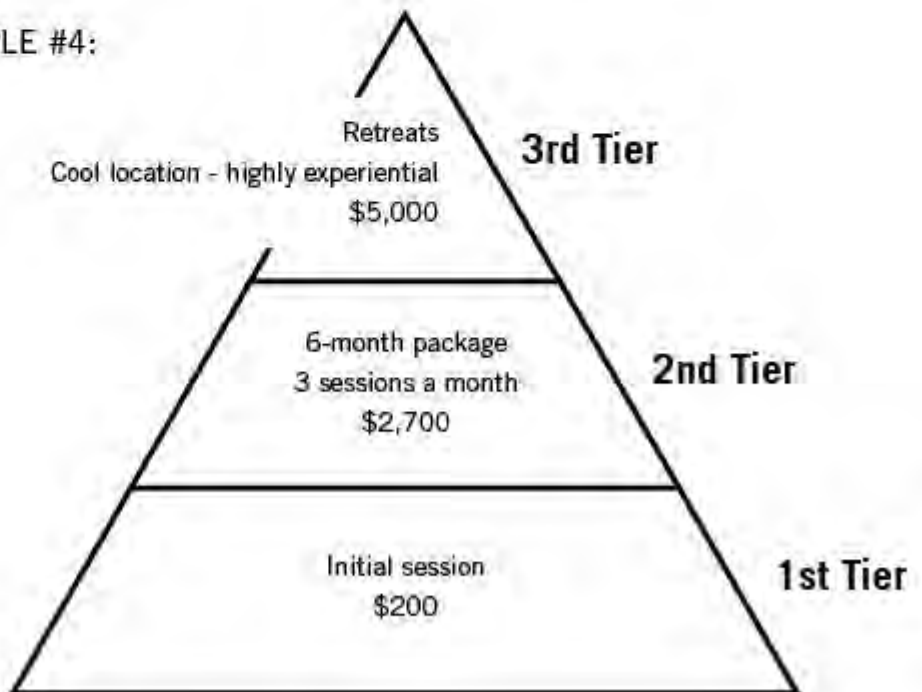


MONEY MOUNTAIN EXAMPLES

MONEY MOUNTAIN EXAMPLE #3: BUSINESS CONSULTANT

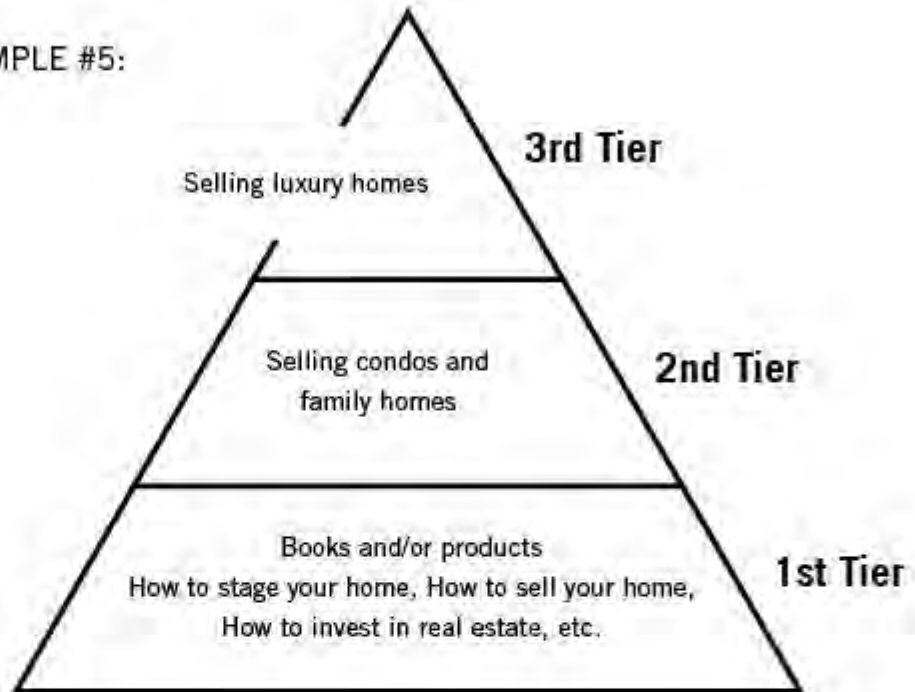


MONEY MOUNTAIN EXAMPLE #4: HEALER



MONEY MOUNTAIN EXAMPLES

MONEY MOUNTAIN EXAMPLE #5: REALTOR



MONEY MOUNTAIN EXAMPLE #6: HEALTH COACH



MONEY MOUNTAIN EXAMPLES

MONEY MOUNTAIN EXAMPLE #7: BRAND EXPERT



MONEY MOUNTAIN EXAMPLE #8: MULTI LEVEL MARKETER



CASE STUDY



Keisha Frazier



Phoenix, AZ

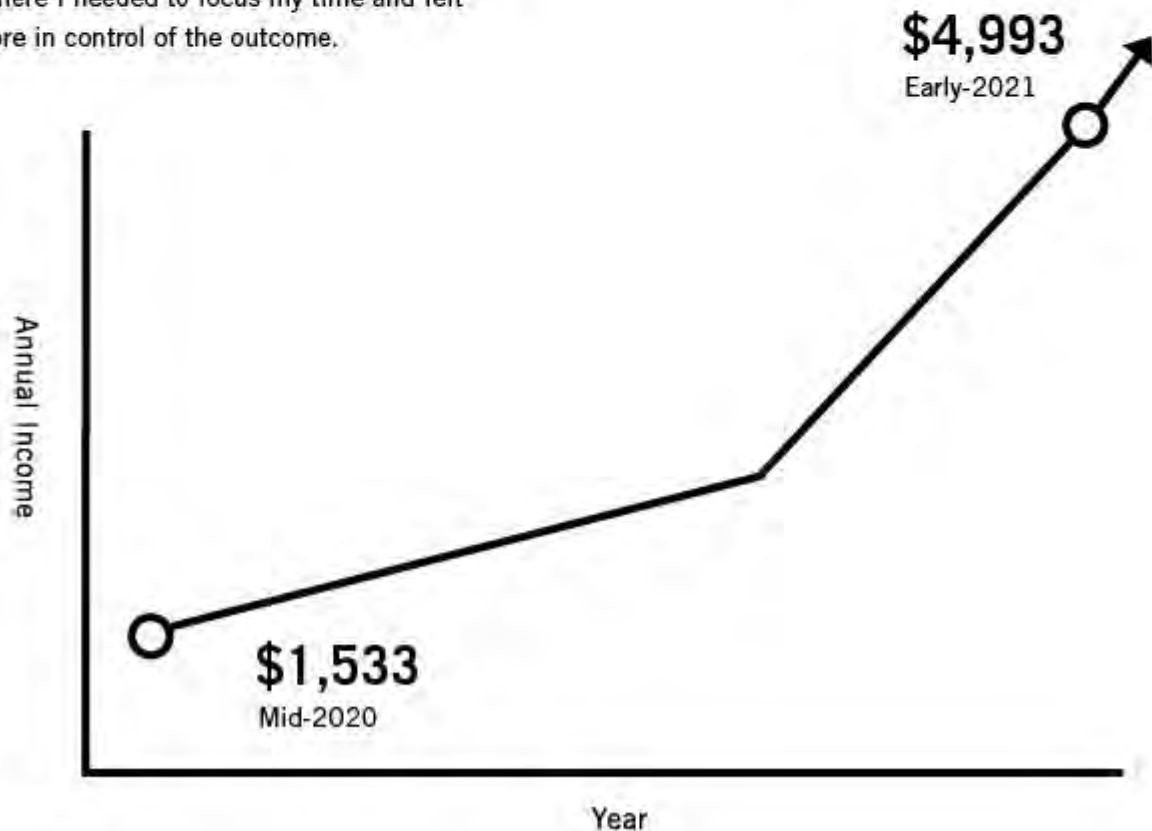


Mindset Coach & Energy Healer
- KeishaFrazier.com

**MY BUSINESS HAD A
225% INCREASE IN
JUST OVER ONE YEAR**

What being driven has taught me is...

Once I started tracking my numbers I was able to relax and trust the process of growing my business. I knew where I needed to focus my time and felt much more in control of the outcome.



My business grew because...

I went from posting content and hoping people would buy to having a well thought out and repeatable strategy to keep consistent leads coming into my business.

My biggest breakthrough was...

...betting on myself, investing in this program even though I was on unemployment and then committing to "making the decision right" as Suzanne says. I took a huge risk and I made sure it paid off.



The most important things I learned were...

Know your numbers, stop trying to fulfill emotional needs with your business and go for the lead gen tactics that are closest to the money.

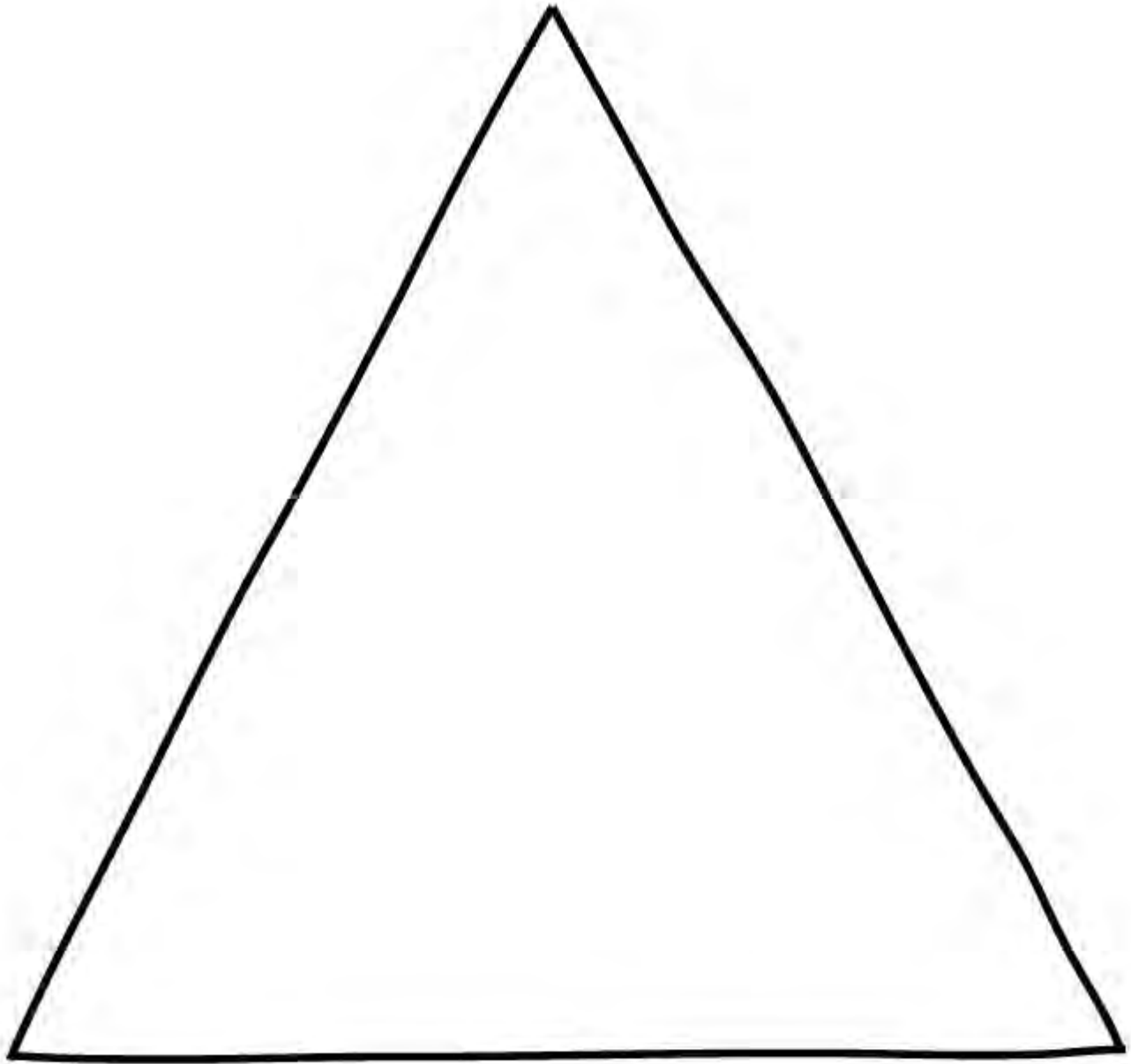
The person I've become is...

A confident and consistent entrepreneur who is on track to have her first six figure year in business

I have my own business because....

I've had an entrepreneurial spirit from a young age. I've had many jobs and none of them ever felt right. The minute I started my business I knew I'd found my path. And now I am in the perfect position to share my unique gifts to help uplift the world!

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.



CASE STUDY

Eva Medilek



Jersey City, New Jersey

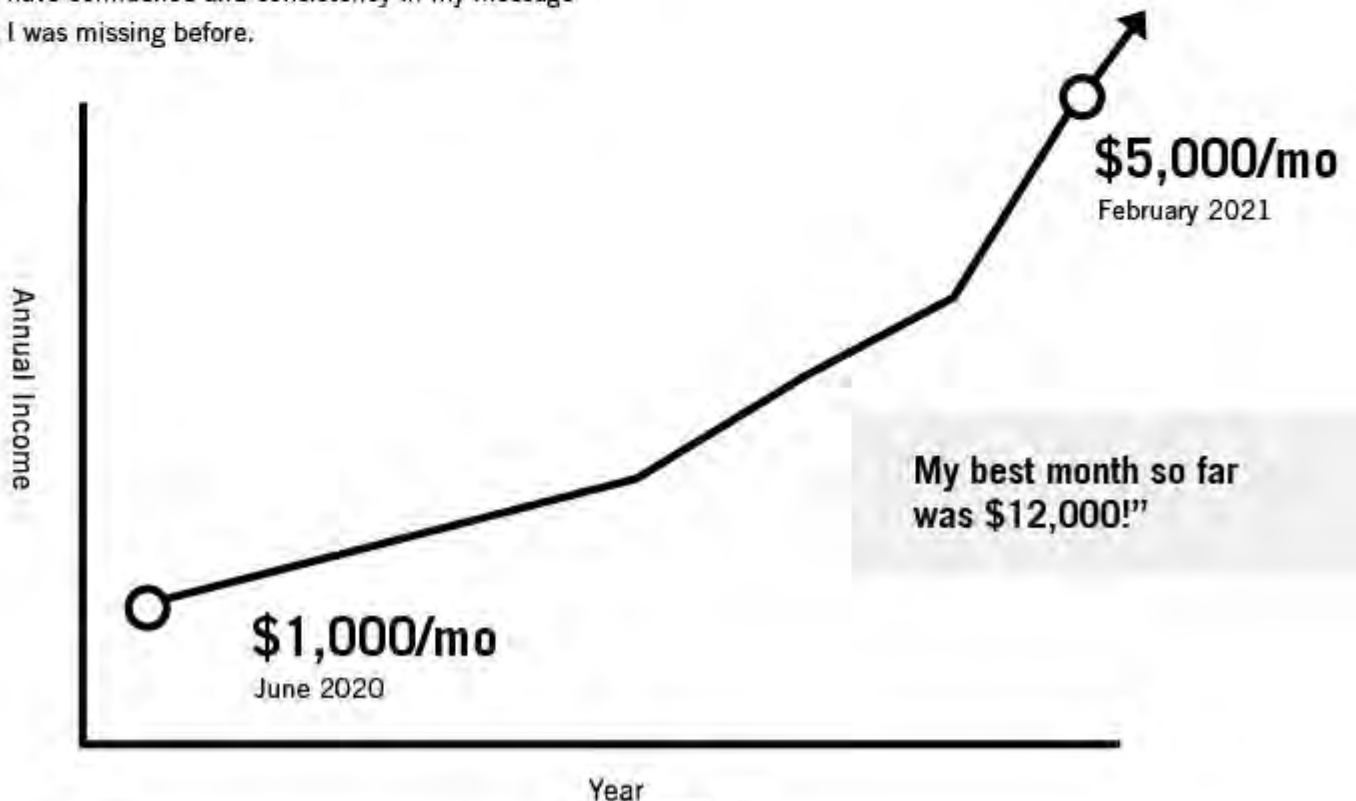


Certified High-Performance Coach - EvaMedilek.com

**I'VE INCREASED MY
REVENUE 400%
IN 7 MONTHS**

What being driven has taught me is...

The importance of being seen. I was hiding before and playing small. Once Suzanne challenged me to "be seen", the more opportunities I had to connect and share my message. Leads were coming in and I now have confidence and consistency in my message that I was missing before.



My business grew because...

...of my increased visibility. I had one Facebook Live that I made, shortly after Suzanne told me to be seen, that had over 3K views. That never happened before. It was never more than 100 views in the past. That video put me in a position to be heard and deliver thought-provoking content. It kept getting shared and I haven't stopped showing up consistently since.

And my message is much better now. Honestly, I was all over the place wanting to help everyone. Having clarity on how I solve my client's problems increased my closing percentage on sales conversations as well. I've learned how to get to the point and as a result, attract more qualified leads.

Now I share my message everywhere I can. Whether it's FB Lives, Podcasts, Forums, Panels, or Webinars, the more people that get to see me and hear my message, the more leads I get to convert into clients.

My biggest breakthrough was...

My biggest fear was looking at my numbers. I resisted having strategies around the number of lead generation sources, people to invite to calls, getting calls booked, and the number of calls I had to close to make those numbers.

It was scary and I hated looking at it and tracking it. It's still not my favorite thing but I know you can't run a business without systems and tracking. Otherwise, you just have a hobby and then, it just doesn't matter.

The most important things I learned were...

Reverse engineering. What a concept. What is the financial goal that I want to achieve and what steps do I need to take to reach those goals? I never thought about looking at it strategically. I always just wished, hoped, and prayed. Now with a strategy in place, I'm more likely to hit those targets.

**I have my own business because...**

I value my freedom and the power to choose. Having my own business has afforded me a life by design. My days are now exactly how I envisioned them when I decided to own my own business. I have the structure to have a morning routine that sets me up to have the energy to be effective, both mentally and physically, throughout the day. I can play with my dog, Lexi, whenever I want (and she feels like it). And, I can work from anywhere in the world. My vision has always been to live my summers in Europe. I never wanted to be too old to see my dreams realized. I'm grateful that I didn't let my fears stop me from making the bold decisions that would cause my dreams to become reality. We own an apartment in Berlin so that we can live our European dreams. That was only possible by starting my own business.

THE 5 STEPS TO SALES



1. BE SEEN



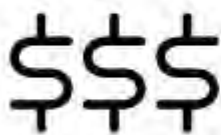
2. GIVE VALUE



3. SELL



4. DELIVER



5. SELL AGAIN

**YOUR GOAL: INCREASE CONVERSIONS
AND RESULTS ON EVERY STEP**



CASE STUDY

Esther Blum



Weston, Connecticut



Integrative Dietitian - EstherBlum.com

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

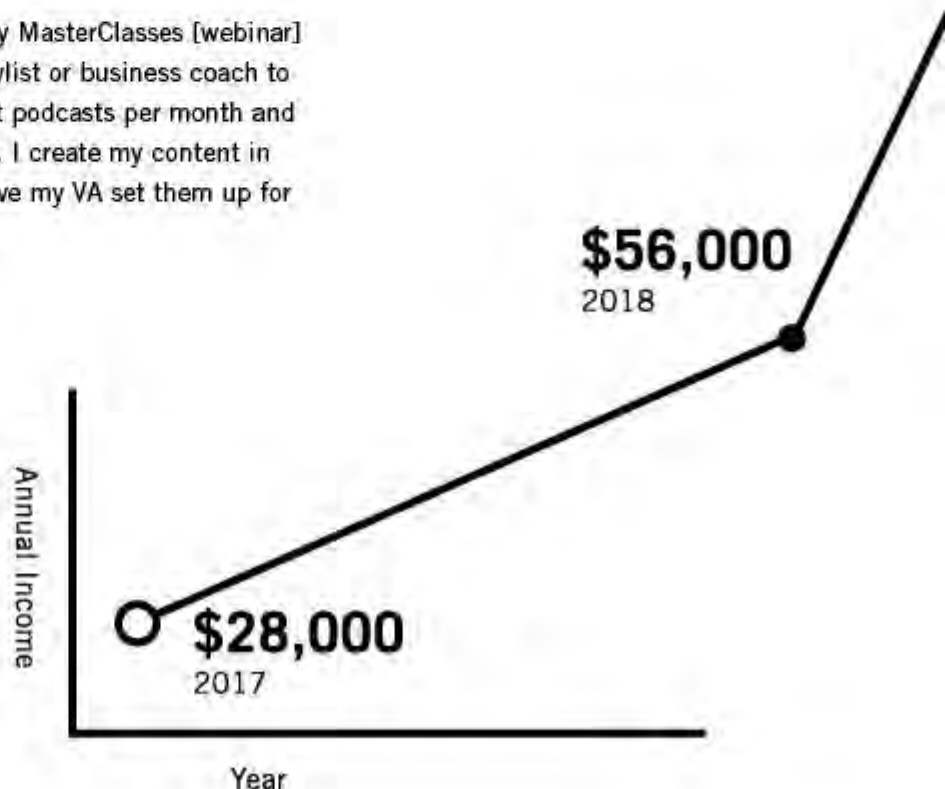
**\$10,000 (AND GROWING!) WITHIN 6 MONTHS
AFTER STARTING SUZANNE'S PROGRAMS.**

What are your top ways of getting leads?

Since Covid, I've been offering free monthly MasterClasses [webinar] to my mailing list. I often partner with a stylist or business coach to reach a wider audience. I also do 2-4 guest podcasts per month and post 4 times per week on IG and Facebook. I create my content in batches in two half-days per month and have my VA set them up for me on social media. Consistency is key!

What shifted for you this past year?

Since the start of 2020, the energy of my sales has 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. The first question I always ask is, "How can I help you?" My sales calls are always strongest when I come from a humble place of serving others versus letting my ego do the talking!





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 to this day I can never let my guard down and let my focus drift. 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 and help people live a better life.

Also, there's an energy around the process of outreach—the more outbound calls I do, the more opportunities and people come my way.



What's been your biggest a-ha from the past year?

How I schedule my months. I now see clients in weeks 1 and 3 of the month so the other 2 weeks I can focus on sales calls, outreach, content creation, and also have free time to recharge.

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 though 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 predictably.

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



CASE STUDY

Cheryl Burget



Denver, Colorado

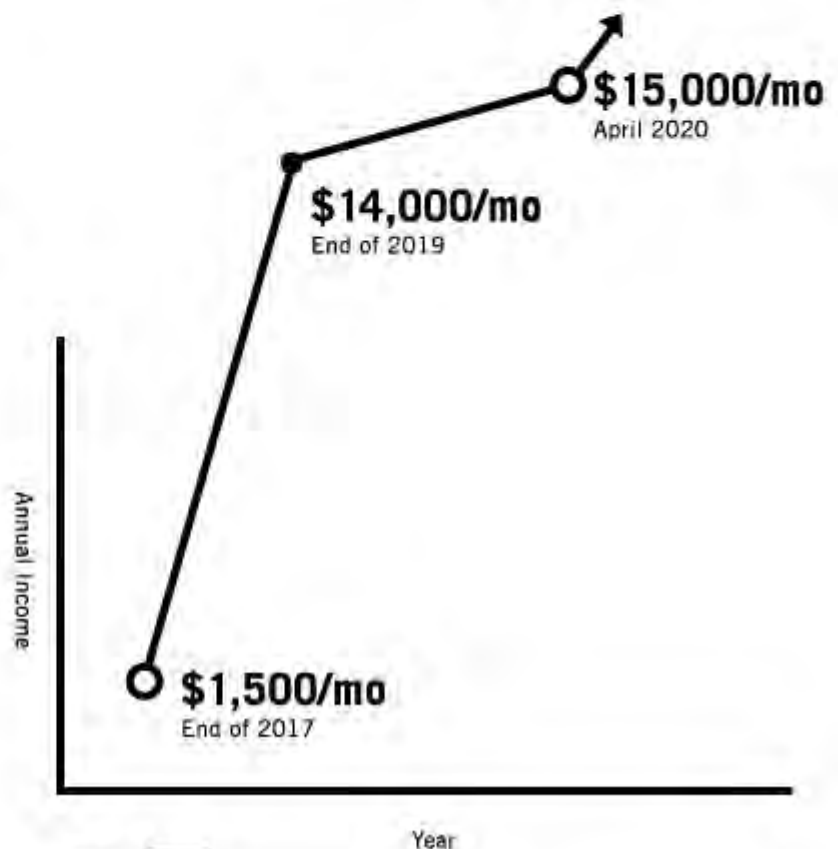


Business Coach and Sales Strategist
- YourSalesGenius.com

**I WENT FROM MAKING
\$1,500/MONTH TO MORE
THAN \$20,000/MONTH IN
LESS THAN 10 MONTHS. I NOW
CONSIDER \$15,000 AN UNDER-
PERFORMING**

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

Consistency. I remember wondering how I would ever achieve \$8333.33 (aka \$100k per year) in the beginning it sounded like such a big number. I started with at \$1500 / per month, now I average \$20k per month with my top month being \$40k. 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. I am continually planning further into the future so that the plan and systems are in place and it isn't "winging it"... it's Winning IT exceeding goals, objectives that I never thought were possible. Working with James, Suzanne, Susan and the team has allowed me to exceed my own expectations. And it continues.



Did you always follow up so rigorously?

No! I now have a system that allows me to follow up with clients. In fact I just started working with a client I met 10 years ago. Spoke to more than 2 years ago about working with me and continued to follow up and she just signed a 12 month contract.

What are your top ways to get leads?

Absolutely speaking first. At the end of my talk I always give an enticing call to action. My last two speaking engagements, I was able to generate between 60-80% of the room to sign up for a call.

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?

Not being good enough. Feeling as if what I had to share wasn't the right offer. Now I know that exactly the problem that my ideal client is suffering from and the way to talk about it simply and clearly. 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 become a better business owner working with Suzanne and James. I have also made more money and I'm not finished yet. Thank you for giving me the skills to live the rest of my life without the fear of going broke.

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

I know that I am here to serve in a big way, I want to control my outcomes and most of all live the life I want, give in the way I choose and have a bigger impact in showing people how to make money from their business.

**Best "right now" strategies during this time in 2021...**

Staying focused on what my coaches are telling me. Booking virtual speaking engagements. And staying in the YES, "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

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

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 am constantly listening to what my audience is feeling - the pain points. While there are basic health needs that everyone has, they sign up because I have been able to address their bigger pain. This was the biggest work (and still working on it!)

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?

I stick to the fundamentals. I used to try a little bit of this and a little bit of that and expected big results. I now focus on less: speaking, networking, my sales conversations, and follow-up and that is what is making a big difference. Being disciplined!



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

...it is the most rewarding, demanding, and exciting journey anyone can make.

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.





Katia Rave

 Durham, North Carolina

 Business coach, speaker, and author who speaks three languages - French, English, and Money. - RaveStrategyStudio.com

2510.4% INCREASE IN MONTHLY INCOME IN 1 YEAR.

What's the secret to your success?

Focus! I focus fully and I am fully present at the task I dedicate myself to. No multi-tasking. Productivity sheets are my best friend. I accomplish so much more and exceed my goals now looking at the year in 90- days blocks. Everything goes on my calendar, from dates with my husband to any 15 minutes meetings, speaking, clients, and even my lunch or walk. I do everything my coaches tell me. Not next week or next month, but right away. I don't sell anymore, I give value. I come from a place of generosity and having a solution to people's problems.

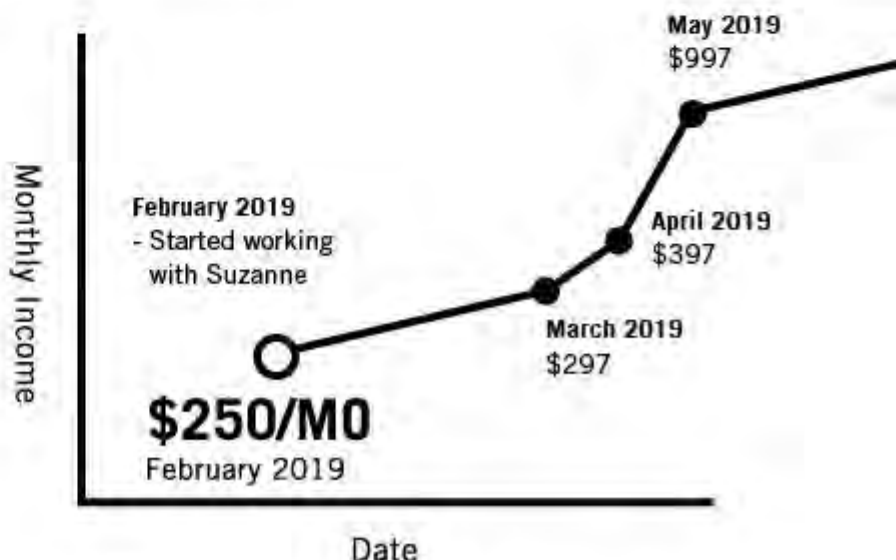
What tactics are working best for you?

Speaking, Speaking, Speaking and Speaking... did I say speaking? That is in podcasts, Facebook Lives, paying to speak, speaking for free, or being paid to speak. I am seen by people, they respect me and see me as an expert. I offered myself to speak everywhere even as a last-minute replacement. Nothing is too big or small for me to say "yes" when it comes to speaking.

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, no I ADORE coaching people, seeing them grow, and seeing them make more money. I care about them. I don't look at them as a credit card payment. I develop a true connection with them. I love making an impact with my clients by giving them winning strategies so they get more leads - especially through speaking. My business has given me my dream home - a cottage by the sea.

What's your biggest advice for someone starting out?

What I learned and truly live by is don't shortcut! It won't work. Focus on the stage of business you're in right now so you can move forward faster. Analyze where you are at. Respect and embrace what needs to be done right now. Don't try to skip steps or you will miss the journey.



\$6,526/MO

February 2021

What was your biggest breakthrough since working with Suzanne?

I have 2...

1) 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 solves 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.

2) I also don't operate on emotions anymore. I operate from facts.

Best “right now” strategies during this time in 2021...

Speaking and networking. There is nothing better than speaking if you are clear and concise about your messaging. How can you sell your services or products if you can't articulate what you do to others?

Last year I did a lot of Facebook Lives. This year I started a daily weekday show called, “Petit Café with Katia Ravé” at 7 am, which has given me a lot of visibility.



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



CASE STUDY



Tiffany E. Slater PhD



Saint Charles, Missouri



Human Resources Consultant
- HRTailorMade.com

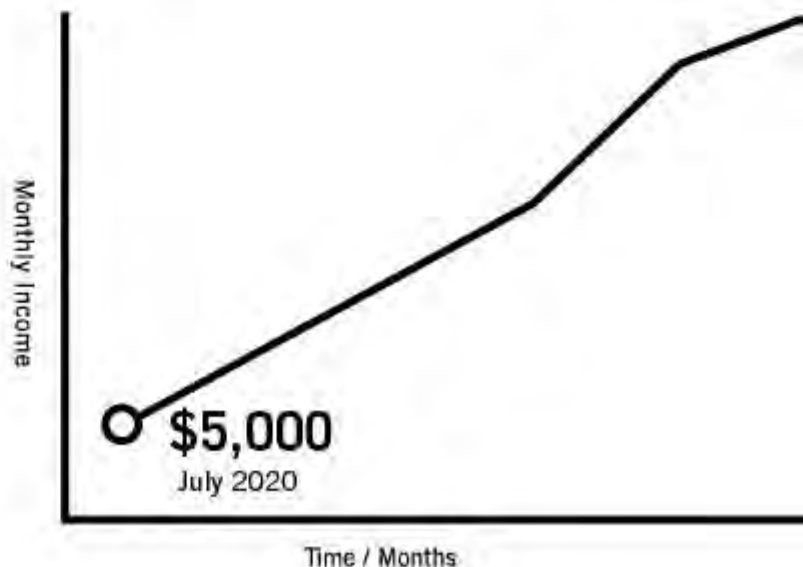
**I GREW MY BUSINESS BY
160% IN 7 MONTHS**

What being driven has taught me is...

To be proactive. I have learned the value of 'doing it scared' and building the plane in the air. For so long, I have thought about things only to think about the things I had already thought about. I'm now more confident in getting things done imperfectly because perfection is the enemy of done.

My business grew because...

I learned how to fish. I learned how to go out, find leads, and how to have a sales conversation. I am very much a work in progress, but Driven has helped me to understand to look at selling differently. It is not about convincing people that they need you. It's about helping them understand that I can get them to the results they desire.



**My biggest breakthrough was...**

...letting go of my understanding of selling. I now understand that I am helping small business owners achieve the results that they desire as opposed to selling my human resources services. I lead with seeking to understand what they want to be different and then share the results they can expect as a result of working with me.

The most important things I learned were...

...that I will fail, but to fail fast. Failing is necessary, so get over it and get comfortable using the experiences as lessons. Most importantly, I overthink things as a mechanism to attempt at avoiding failure.

THE CYCLE OF QUITTING




THE CYCLE OF BEING DRIVEN





Tina Collura

 Ontario, Canada

 Award-Winning Productivity Coach -
SeeYourselfGrow.com

**I GREW THIS BUSINESS AS
A **SIDE HUSTLE** BECAUSE
I WORK A FULL-TIME**

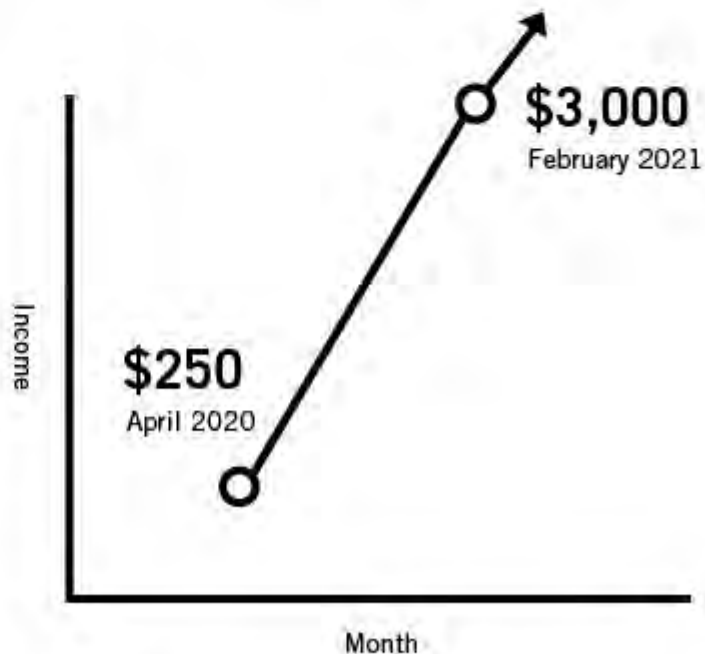
**CORPORATE JOB. IT'S GOING SO WELL I'M
PLANNING ON **LEAVING MY CORPORATE JOB**
IN SEPTEMBER AND DOING MY BUSINESS
FULL TIME BY SEPTEMBER!**

What being driven has taught me is...

The most important thing that I learned was to get out of my own way and get into action, and the results have been remarkable!

My business grew because...

I made a commitment to myself to dedicate every available moment that I had to making calls, strategizing on the best ways to get the most eyes and ears on me, and telling at least 50 people a month about what I do and how I do it!





The difference that made all the difference...

For me was the work I was able to perfect on my messaging and my call to action. Because I was able to clearly explain to people what I did, how I can help them and the Driven Team taught me how to invite people into my world from all my speaking events.

My biggest breakthrough was...

...was going LIVE! Live on Social Media was something that I resisted for years! My 65-year-old mother-in-law encouraged me to go live years before the pandemic and I was terrified to do it! With the help of the Driven Team and the step-by-step how to formulate a talk I am now live on FB, LinkedIn, and Instagram 3 times a week!

I have my own business because...

I plan to be financially free to make my own decisions about how much money I make when I make it and how I make it. My life mission to do what I want, when I want to, from wherever I choose to be with the people that matter the most to me. I love being a WIFE, MOM, and BOSS at everything that I do!

The person I've become is...

A strong, confident, independent entrepreneur that other entrepreneurs want to be around. During the pandemic, while being a Senior Leader in the Financial Industry working 9-5, home-schooling 2 small children, and building a 5 Figure Business all at the same time, now if that is not amazing I don't know what is!

THE STORY OF ME; THE EPIC TRUTH



The Hero

Goal: Help to improve the world

Traits: Courageous, bold, honorable, strong, confident, inspirational

Drawback: Could be arrogant or aloof

Marketing niche: Make a positive mark on the world, solve major problems or enable/inspire others to do so

Example: Bill Gates, Oprah Winfrey



The Outlaw

Goal: Break the rules and fight authority

Traits: Rebellious, iconoclastic, wild, paving the way for change

Drawback: Could take it too far and be seen in a negative way

Marketing niche: Agent of change, advocate for the disenfranchised, allow people to vent or break with conventions

Example: Richard Branson, Elon Musk



The Natural

Goal: To belong, or connect with others

Traits: Down to earth, supportive, faithful, folksy, person next door, connects with others

Drawback: Could lack a distinctive identity and blend in too much

Marketing niche: Common touch, solid virtues, gives a sense of belonging

Example: Ellen DeGeneres, Will Smith



The Creator

Goal: Create something with meaning and enduring value

Traits: Visionary, creative, imaginative, artistic, inventive, entrepreneur, non-conformist, idealistic, spiritual

Drawback: Could take risks that lead to bad outcomes

Marketing niche: Visionary, help customers express or create, and foster their imagination

Example: Steve Jobs, Walt Disney



The Caregiver

Goal: To care for and protect others

Traits: Caring, maternal, nurturing, selfless, generous, compassionate

Drawback: Being taken advantage of, taken for granted, or exploited

Marketing niche: Help people care for themselves, serve the public through health care, education or aid programs

Example: Mother Teresa, Nelson Mandela



The Sage

Goal: To help the world gain wisdom and insight

Traits: Knowledgeable, trusted source of information, wisdom and intelligence, thoughtful, analytical, mentor, guru, advisor

Drawback: Could be overly contemplative or too opinionated

Marketing niche: Help people to better understand the world, provide practical information and analysis

Example: Warren Buffett, Gary Vaynerchuk





My Archetype Is _____

When I was a child, my favorite thing to do/game to play was

My favorite song is. I love it because

My favorite movie is because

My favorite scene in a movie is because

My favorite environment is





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Example: Ellen DeGeneres, Will Smith



I AM

In control

Thinner forever

Able to crush cravings



CUT HERE

CUT HERE

DRIVEN
 THE EVENT
 HOME EDITION



DRIVEN
 THE EVENT
 HOME EDITION



CUT HERE


Vickie Griffith
BreakThrough

DRIVEN
 THE EVENT
 HOME EDITION



CUT HERE





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Example: Bill Gates, Oprah Winfrey



I AM

A Chocoholic

Sure perfect is boring.

Sure that the scale is only a reminder of my relationship with gravity



CUT HERE

CUT HERE

DRIVEN

THE EVENT
HOME EDITION

DRIVEN

THE EVENT
HOME EDITION



CUT HERE



Vickie Griffith
BreakThrough

DRIVEN

THE EVENT
HOME EDITION



CUT HERE



