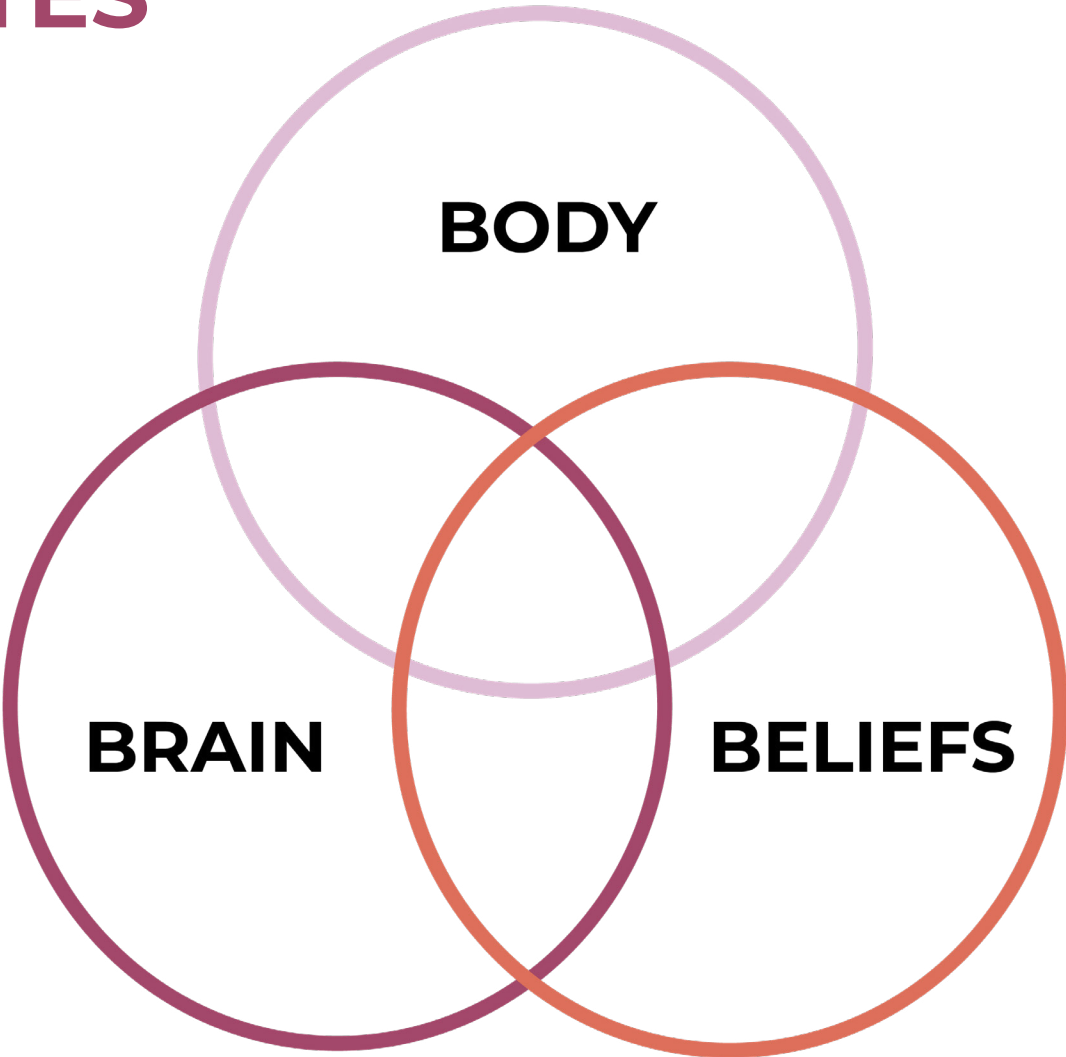


Captivate

WORKBOOK

DRIVEN
inc.

NOTES



“

Before working with Suzanne I was earning \$12,000/year. I began with Suzanne in 2014. That year increased my revenue by 4x... I did my first 7 figures in 2018. **In 2021 I made \$2.1 million.**

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.**



Veronique Prins
Moordrecht, Netherlands
Business Mentor

”

MESSAGING GRAPH

BIRTH BIRTH

LOWS

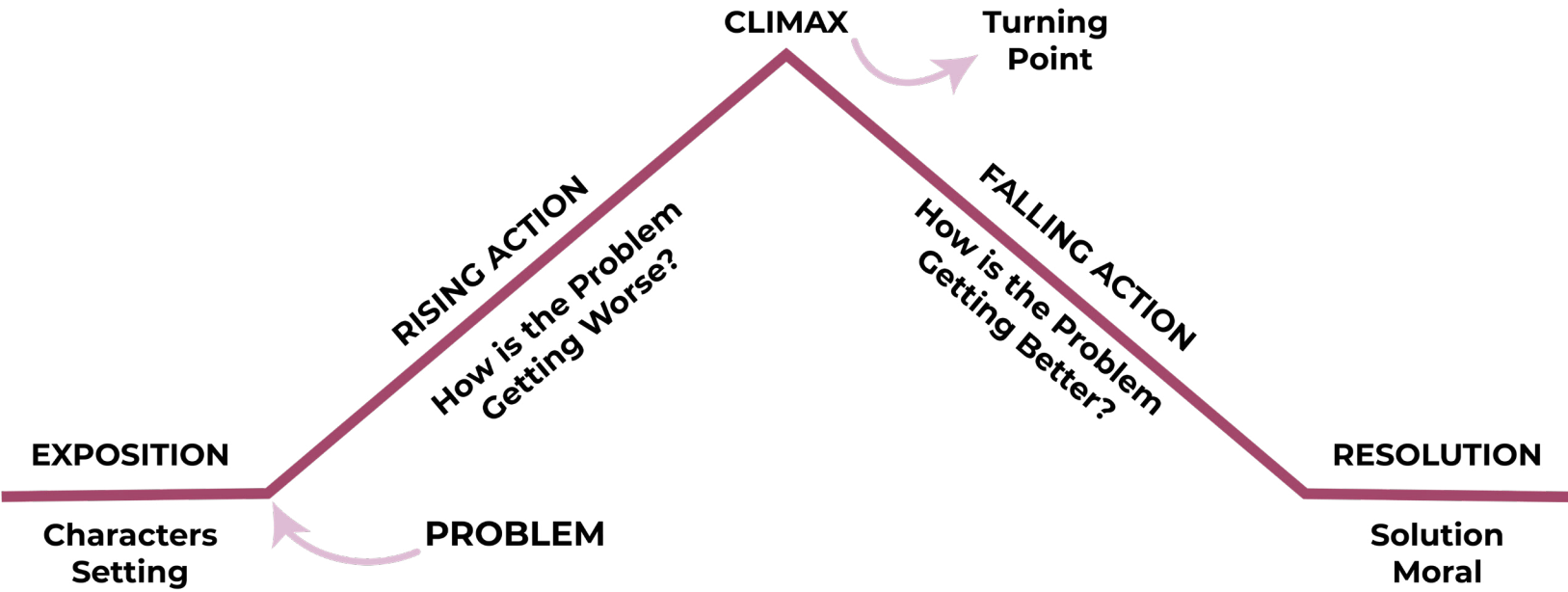
ADULTHOOD

HIGHS

NOW NOW

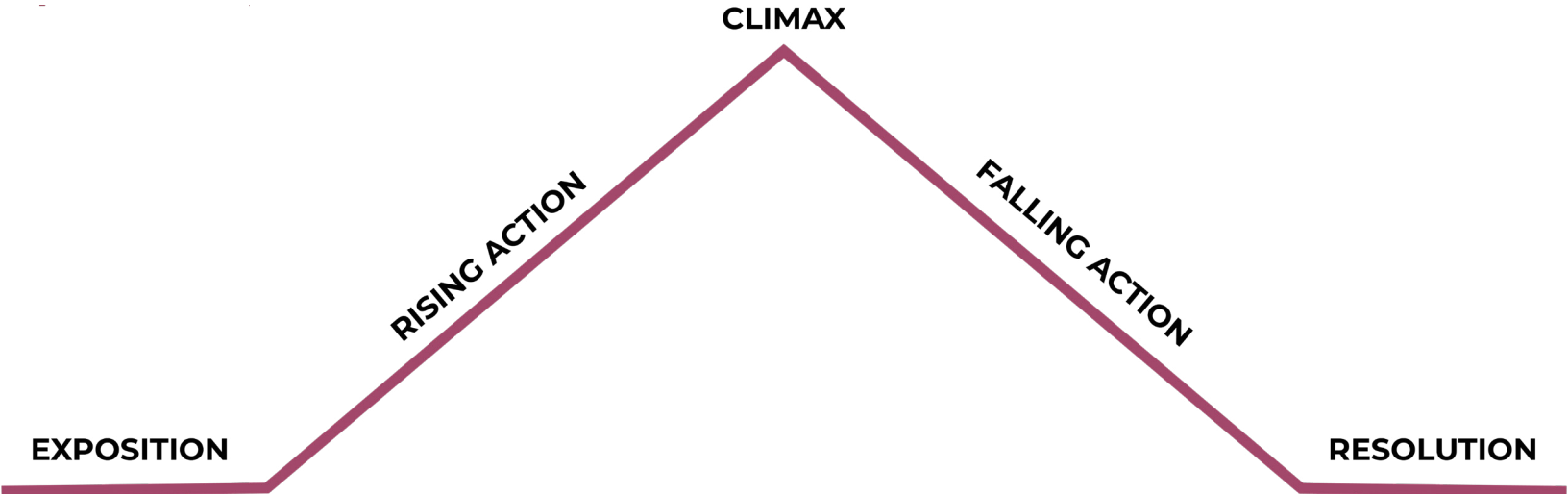


STORY CREATION





YOUR TURN



EXPANDING YOUR STORY

I WAS HERE...

DOING THIS...

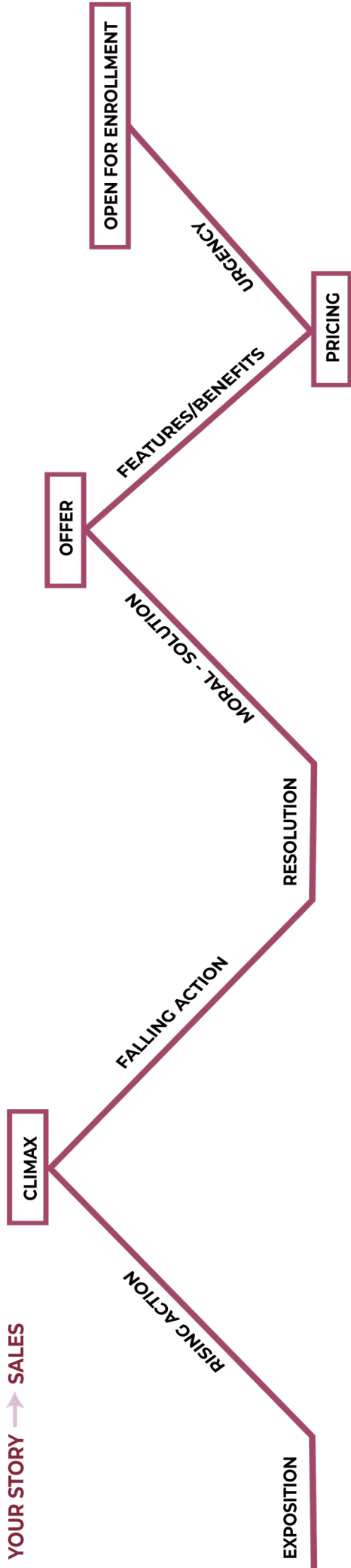
THIS HAPPENED...

OMG! I REALIZED...

SO, THEN I DID THIS...

AND NOW I KNOW...

YOUR STORY → SALES



“

With Suzanne’s coaching on my business model, **I went from \$617,000 a year to making \$626,000... in just 3 days at my event!** Follow the system and coaching. It works! We’re able to do these numbers and fulfill with epic, 5-star delivery because our client onboarding process is super dialed in. What I’m more excited about is we learned about \$15M in lessons of what NOT to do at our future events!

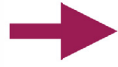


Alex Moscow
Business Consultant
La Jolla, CA

”

NOTES

Inspire



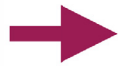
**The Whiplash / Establish Problem
Tease Solution / Build Trust**

Educate



3 Solution Points

Invite



Free or Fee / ASK

Motivate

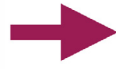


Urgency / Bonus / Emotional Wrap



NOTES

Inspire



Educate



Invite



Motivate





NOTES

THE EXTERNAL INVITATION CAN NEVER COME UNTIL THE INTERNAL INVITATION IS RECEIVED.

-Suzanne Evans

NOTES

Lined area for taking notes.

60 FOR 60

60 Seconds → Connecting
Networking

60 Minutes → Speaking
Workshop

60 Hours → Events
Programs
Social
Challenges

60 Days → Social
Products
Programs

NOTES

INSPIRE → Whiplash
→ Seed Pain/Solution
→ Trust (Story)

EDUCATE → 3 Teaching Points

ASK → Transition
→ Offer

MOTIVATE → Bonus/Limiter
→ Leave With Desire

%	60 Sec.	60 Min.
25%	15 Sec.	15 Min.
35%	21 Sec.	21 Min.
25%	10 Sec.	15 Min.
5%	18 Sec.	3-5 Min.

“

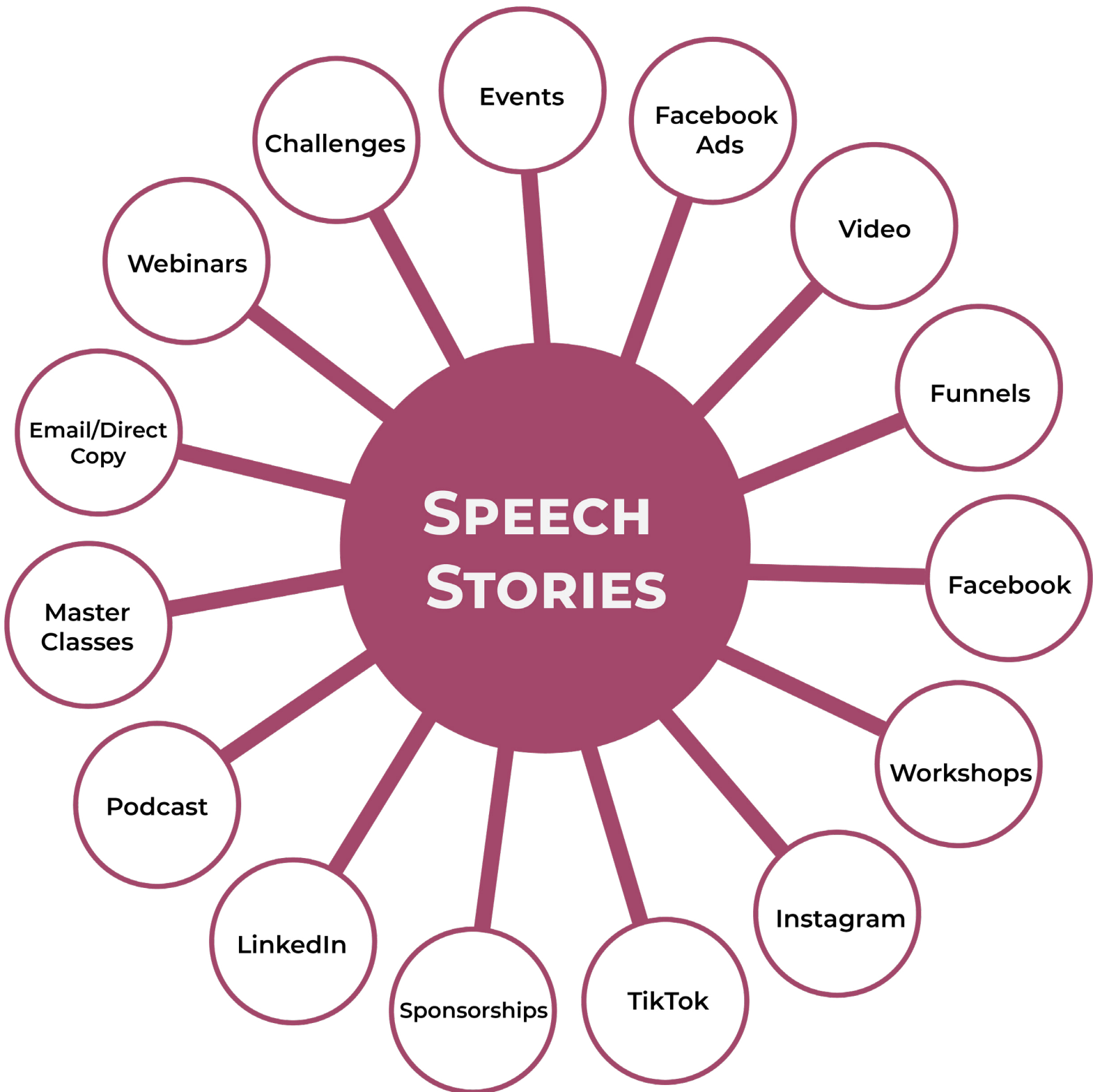
I went from being 10k in debt to a making 10k a month in less than 6 months. And less than a year later I crossed the 100k mark. **My life and business have been completely transformed and I feel unstoppable.**



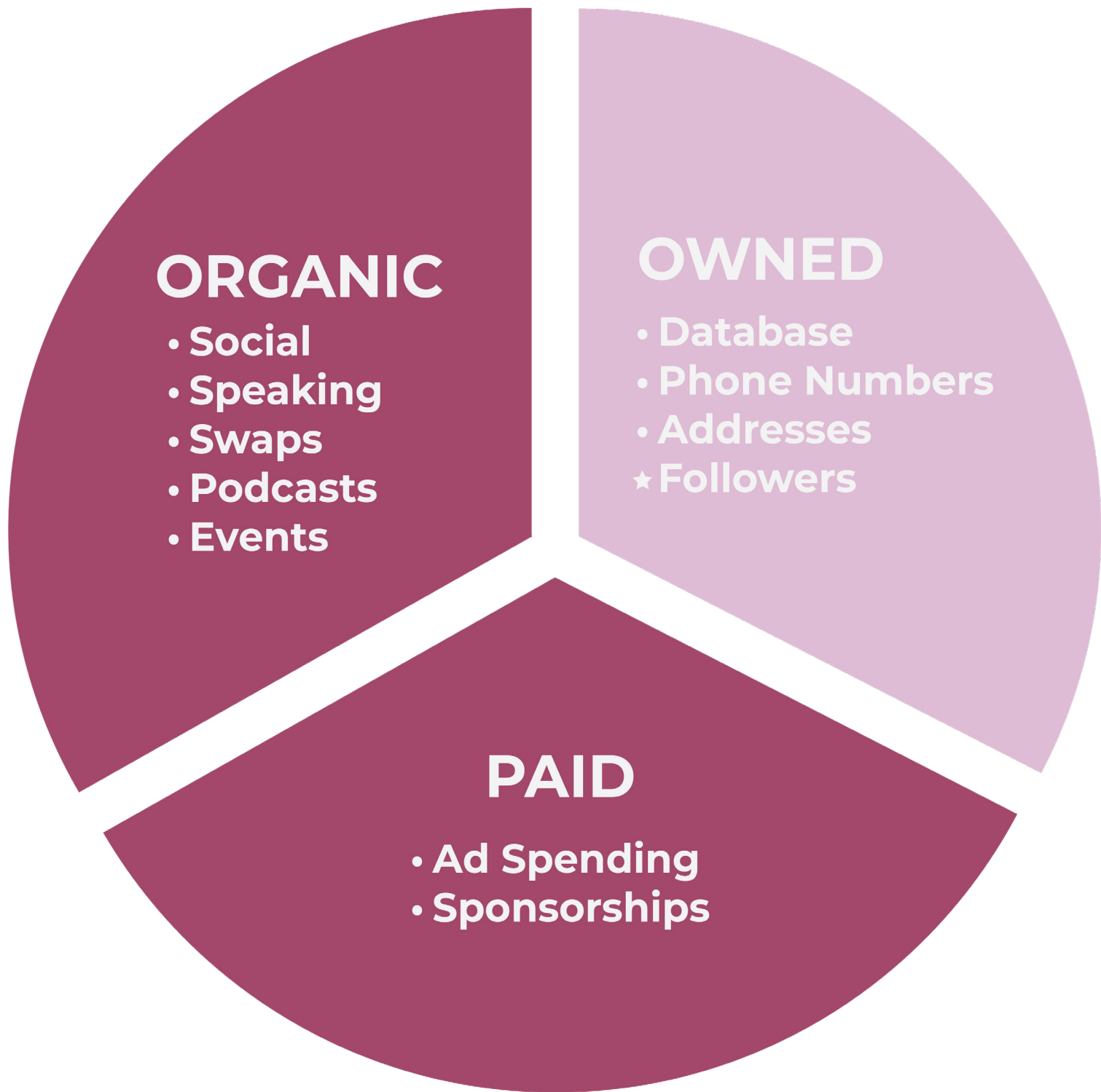
Moira Ní Ghallachóir
Business Mentor and Speaker
Donegal, Ireland

”

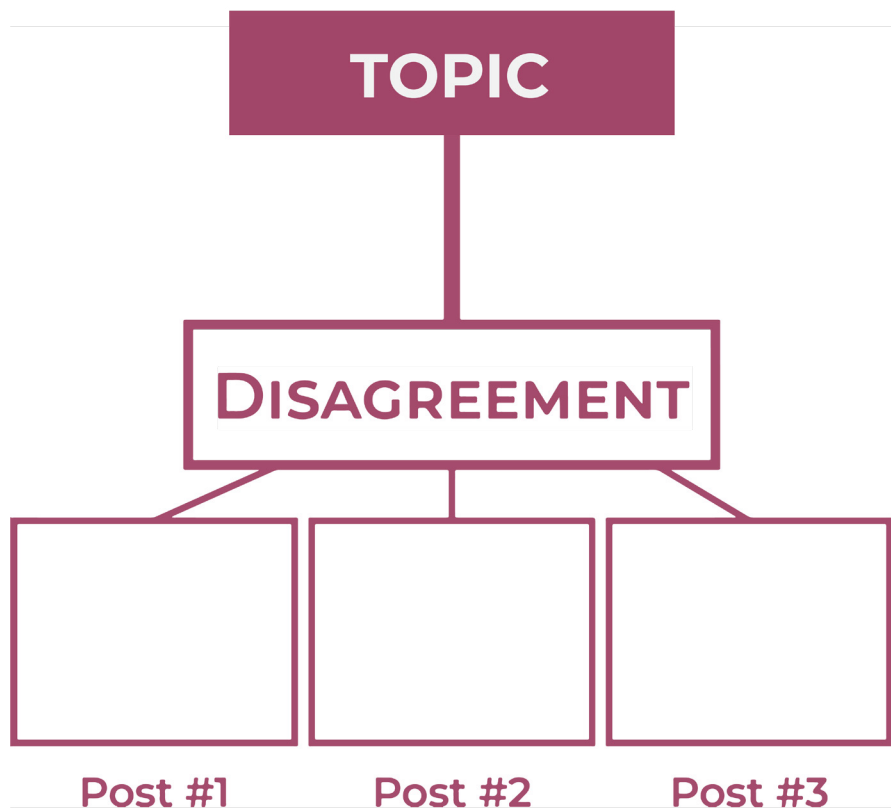
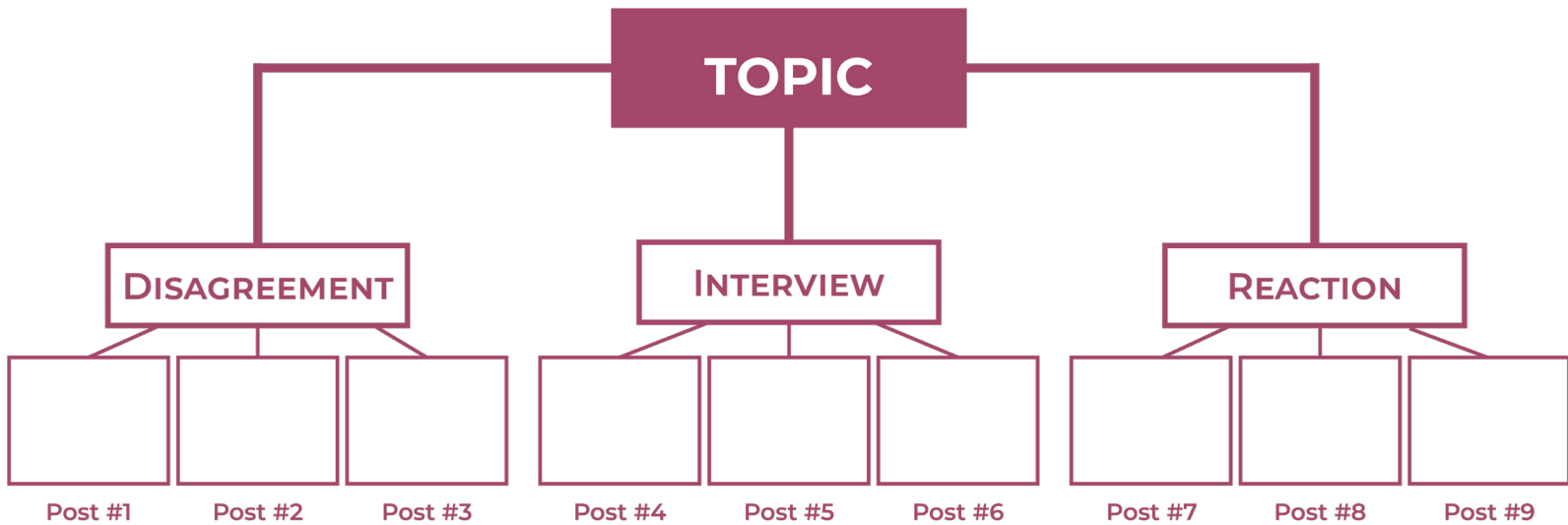
SPEECH STORIES



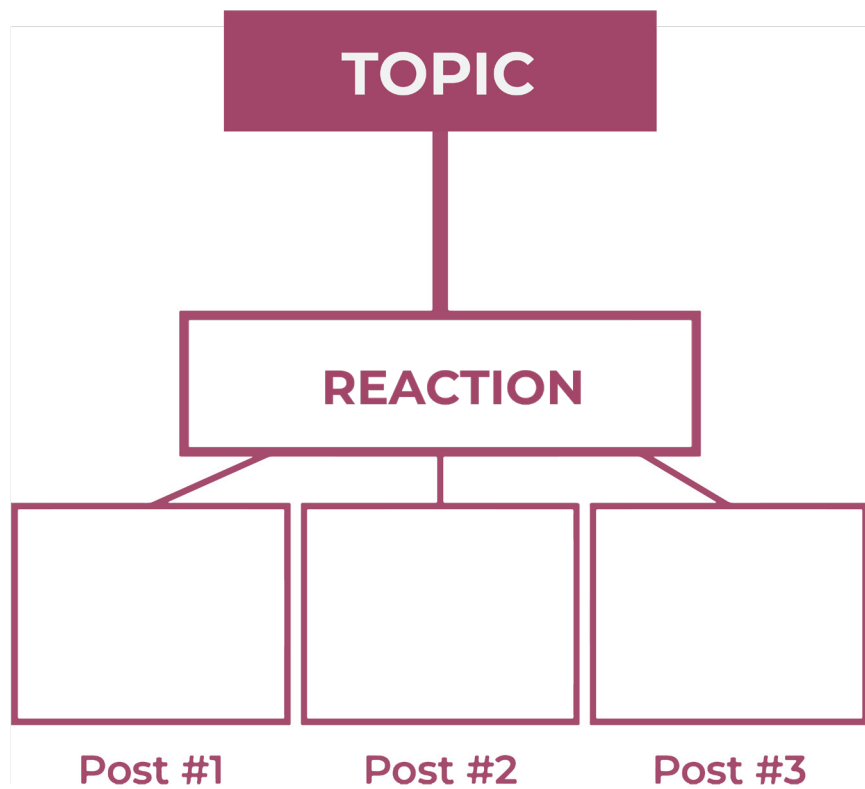
LEADS MATH



TOPIC TREE



TOPIC TREE



“

Working with Suzanne is one of the richest experiences of my career. **The first year, I increased my income 25%;** and the improvement in my speaking, storytelling and making elegant and powerful Calls-to-Action has exceeded all of my (very high) expectations. Suzanne has packed her team with professional, competent, and customer-focused folks - no matter who I speak with or what I am calling or emailing about; **They Are A World-Class, 5-Star Team Without Exception.**



Dr. Jackie Black
Board-Certified
Coach to Couples
Glendora, CA

”

PRICING FORMULA



CRAFTING YOUR OFFER

1 **PROBLEM**

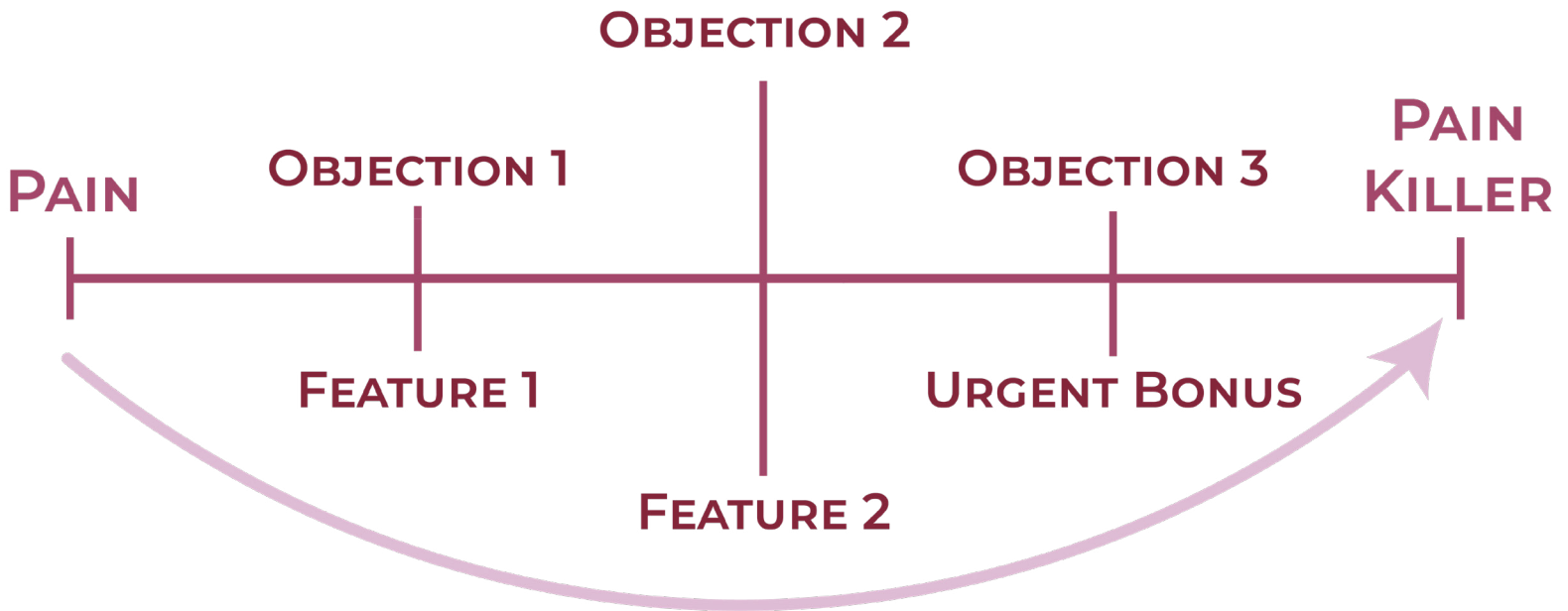
2 **PEOPLE**

3 **POSITION**

4 **PROMISE**

5 **PRICING /PROPOSITION**

HIGH TICKET OFFER



VALUE PATH: _____ COMPETITIVE PRICING: _____

“

Before I started working with Suzanne, I was hiding and playing small. But once she challenged me to “be seen”, the more opportunities I had to connect and share my message and **I made \$17K in just 2 weeks.**

She will tell you what you need to hear, not what you wanna hear. She brings out of you what needs to come out of you, so that you can be captivating, make a difference, make money in your business, AND you can have the kind of life that you dream of having.



Eva Medilek
High Performance Coach
Berkeley, CA

”

ROSA

R ESEARCH & REACHOUT

O RGANIZE

S CHEDULE

A TTEND

SPEAKER LIFE

TYPE:

VIRTUAL

LIVE

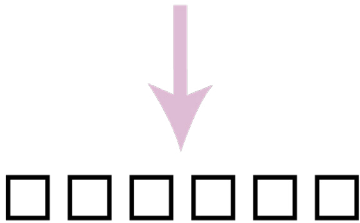
SOCIAL/SWAPS

TIME:

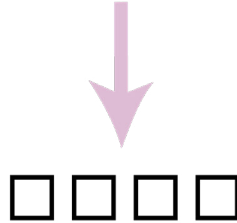
40+ HOURS
PER WEEK

25 HOURS
PER WEEK

UNDER 10 HOURS
PER WEEK



+ +



+ +



+ +

REVENUE

100K

50-100K

UNDER 50K

REASON

Money

Inspiration

Leads

Impact

Admiration

Money

Education

“

When I stepped away from corporate and started my own business I had the flexibility of time. Most importantly, I was able to care for my 89-year-old father for his last two years, taking him to doctor appointments, and sharing meals with him, while working my business. Something that I would never have been able to do while working a corporate job. **And my average monthly income has gone up more than 25%!**



Janet Ickes
Burlington, NC
Accounting Systems Consultant

”

INSPIRE INCOME

Monthly Income Goal: \$10,000

My Offer Costs: \$1,000

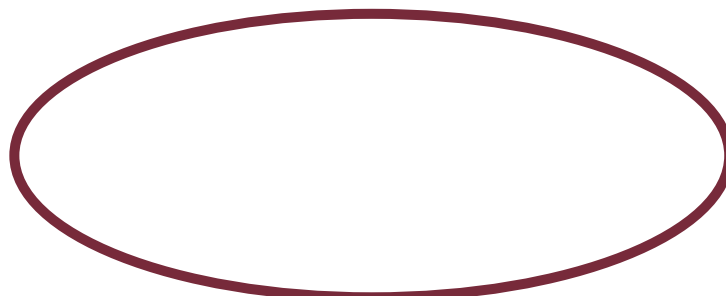
Units Needed
to Hit Goal: 10

x3= 30
(Sales Calls Monthly)

x2.5= 75
(Audience Member Lifestyle You Need)

% GIGS 4 =

Size of
Gig



YOUR TURN

Monthly Income Goal: _____

My Offer Costs: _____

Units Needed
to Hit Goal: _____

x3= _____
(Sales Calls Monthly)

x2.5= _____
(Audience Member Lifestyle You Need)



“

Suzanne Evans teaching methods are unique, and they really get you to where you need to be. **If you're serious, really serious about getting to where you need to be, there's nobody better.**

If you have a message to say, if you've got something in your heart and it's not getting out, go to somebody that knows how to get it out of you. And that's Suzanne Evans. I am leaving this event with a new level of depth to talk about and communicate to the people that I work with without fear.



Elaine Gibson
Lake Frederick, VA
Healthy Lifestyle Designer

”

