

THE  
**YES**  
EVENT

*My Workbook*



# Welcome Message From Suzanne Evans



## WELCOME TO THE YES EVENT!

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.

Plan to be with us all day every 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 May 2nd 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. The Event Portal has all the event information and 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 The Yes Event.

♥ Suzanne

**YOU SIMPLY CAN'T  
YES... UNTIL YOU SPEAK**

**YOU SIMPLY CAN'T CONVERT...  
UNLESS YOU CAPTIVATE!**

**YOU SIMPLY CAN'T GET CLIENTS...  
UNLESS YOU CAN GET ATTENTION!**





#225  
**Inc.**  
**500**

2012

**Inc.**  
**5000**  
#680

2013

**Inc.**  
**5000**  
#1097  
2014

2014

**The New York Times**  
BEST SELLER

**FOX**  
**NEWS**

Shine  
from **Y&HOO!**

BUSINESS  
INSIDER

WBTW  
**News 13**

South  
Carolina  
**Business**  
Review

**a**  
focusatlanta

WINDY CITY  
**MEDIA**  
GROUP

**CHICAGO**  
**SUN-TIMES**

**The Examiner**  
SAN FRANCISCO

SHEKNOWS  
LIVING

**WHHI**

**Pop & Culture**

**BUSINESS NEWS**  
DAILY  
A guide for startups & small businesses

**Inc.**  
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# Where it All Began



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

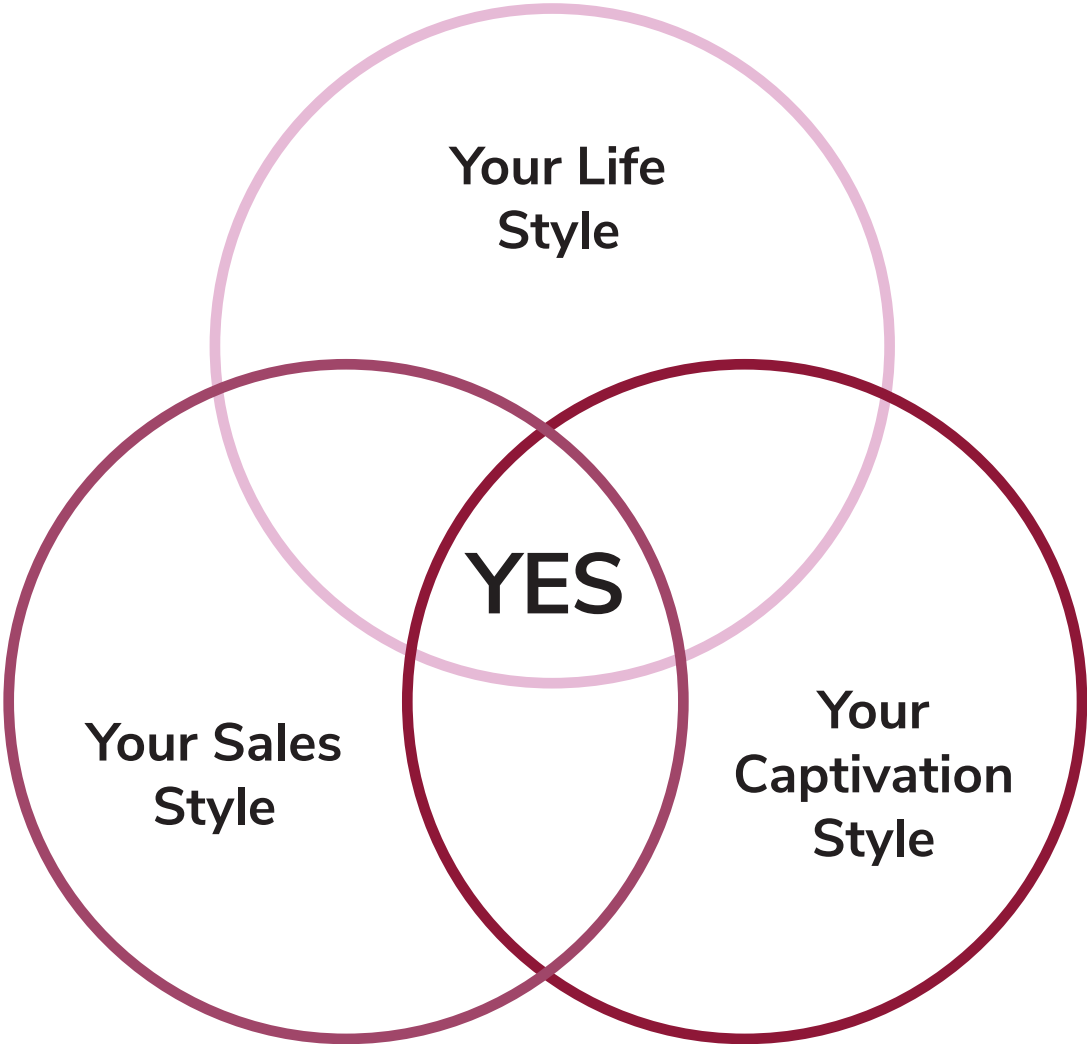
But those are just the sexy facts. If you want to know the “why” behind starting her own business, look no further than 2007, when while working a day job behind the scenes on Broadway, she looked over her credit card statements and realized it would take 21 years to pay off her debts. Right there and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

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

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

**A LIFE OF  
YES**

# The Yes Amplifier



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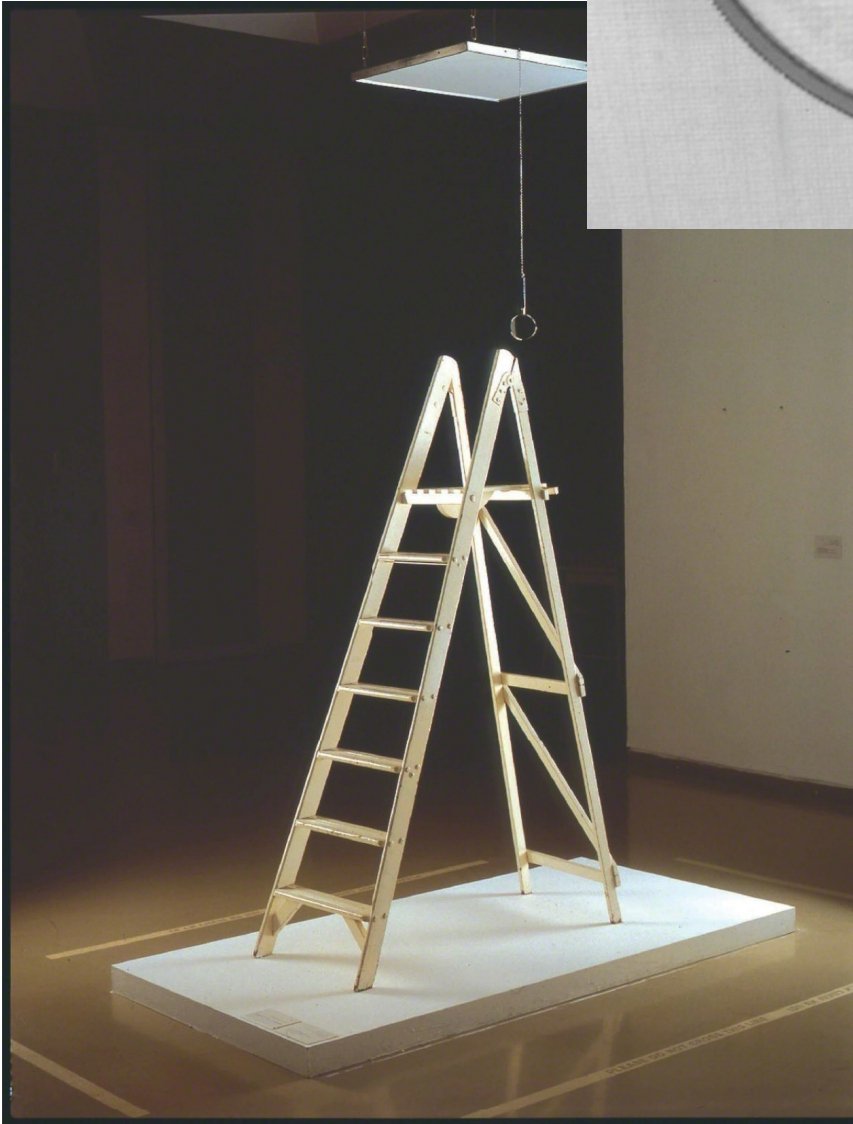
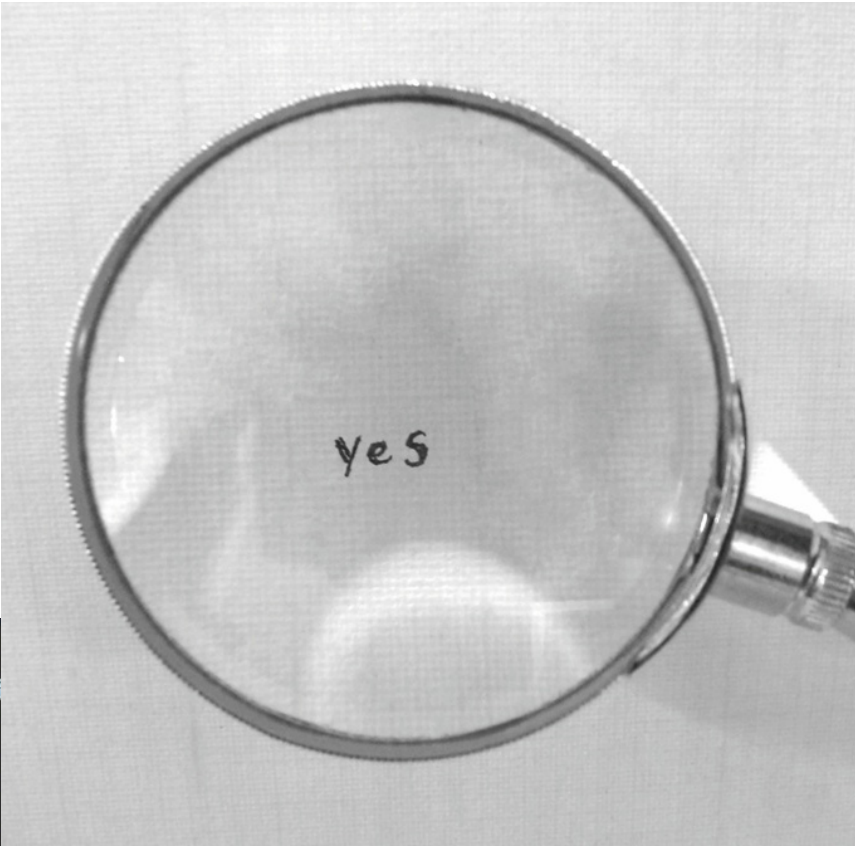
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**YOUR**

**LIFE**

**STYLE**





# The Yes Assessment

Are you living in a state of yes? If you're not getting yeses from leads, it could be because you're not living in yes. When you are living fully, people are attracted to you and want to hire you. But you've got to have energy about you. There's got to be a, "You got to come with me" energy you convey to the marketplace.

Fill out this assessment and see how much you are living in a state of yes.

Question	YES	NO
I buy what I want without hesitation.		
I always pick where I go to dinner.		
I try new things even if they scare me.		
I take care of myself, physically and mentally.		
I express my feelings, I don't hold back.		
I have a creative outlet or hobby that I enjoy.		
I ask for help when I need it.		
I forgive myself and others when mistakes are made.		
I take financial risks to pursue my goals and dreams.		
I surround myself with positive people.		
I regularly set goals for myself and take action to achieve them.		
I actively seek out opportunities to learn and grow.		
No one runs over me.		
I make time for rest and relaxation weekly.		
I practice gratitude and focus on the good in my life.		
I regularly experience new discoveries in life that surprise me.		
I prioritize quality time with loved ones.		
People are always connecting with me.		
I actually learn new things constantly.		
I celebrate when I win, no matter how small.		
I finish everything I start.		
I seek out new opportunities that will bring me more wins.		
I take responsibility for my own happiness and fulfillment.		
When I buy something, I buy the best possible quality.		

Question	YES	NO
I drive the car I want.		
I travel first class		
Weekdays are a joy for me.		
I have designed the perfect way to spend the last hour of my day.		
I look forward to getting up virtually every morning.		
I have designed, and am living, the perfect lifestyle for me right now.		
I easily take delight in the littlest things.		
My home and its design brings me joy every time I walk inside.		
I make fast decisions.		
I have healthy boundaries with others and know when to say no.		
I plan my life for more yeses.		
I get others to say yes.		

**Add up your Yeses:** \_\_\_\_\_

**Add up your Nos:** \_\_\_\_\_

If you scored between 30 - 36 yeses, WOW! You're really living in the Yes. Does your income match your yeses? Use the next 3 days to make it happen!

If you scored between 20 - 30 yeses, Hmmmm... there are a lot of gaps in your living in yes that are keeping you from an extraordinary life. Plan to be fully engaged the next three days so you can live from a solid "yes".

If you scored below 20 yeses, you're living from the no. These next three days are crucial for you to get out from the heaviness and limitations.







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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

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# Mystery Puzzle: Yes Action Steps

3	6	7	5	3	3	5	3	11	7	6	3	7	0	5	15
6	8	11	0	15	9	11	1	8	12	11	13	10	9	6	11
7	13	1	13	2	7	14	4	6	11	15	12	7	5	1	14
0	5	14	10	7	13	3	10	5	13	0	4	3	6	13	7
11	0	13	2	14	0	15	2	9	14	0	15	2	8	15	0
7	13	3	12	7	5	6	12	6	5	7	14	11	3	4	5
6	0	15	9	13	0	14	8	11	0	5	2	6	7	9	11
5	11	3	10	7	11	11	10	4	1	13	0	12	1	15	6
0	7	0	5	6	0	15	3	15	3	11	7	13	3	11	0

By the end of 3 days here's what you're absolutely going to have done. Do not color in the squares until you've completed each "Yes Action Step"

**Yes Action Step 1: I have designed my perfect average day.**

Awesome - fill in number \_\_\_\_\_.

**Yes Action Step 2: I have identified where I'm wild, eccentric, and quirky.**

Fantastic - fill in number \_\_\_\_\_.

**Yes Action Step 3: I have created my story.**

Way to go - fill in number \_\_\_\_\_.

**Yes Action Step 4: I have identified the top reasons my market buys from me.**

Excellent - fill in number \_\_\_\_\_.

**Yes Action Step 5: I have my 1 Minute to Millions Message.**

Great - fill in number \_\_\_\_\_.

**Yes Action Step 6: I have my Signature Offer.**

You did it! Fill in number \_\_\_\_\_.

**Yes Action Step 7: Mystery Puzzle: Yes Action Step 7**

I'm ready to inspire! You are ready! Fill in number \_\_\_\_\_.

# BIG WHY:

## YOUR PERFECT AVERAGE DAY



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



**YOUR  
CAPTIVATION  
STYLE**





# What If You Pokemoned Your Bird?

**Give your bird a Pokemon name:**

**Choose a Region/Environment Where Your Pokemon Thrives:**

**Special Abilities: (What does your Pokemon bird do better than anyone else?)**

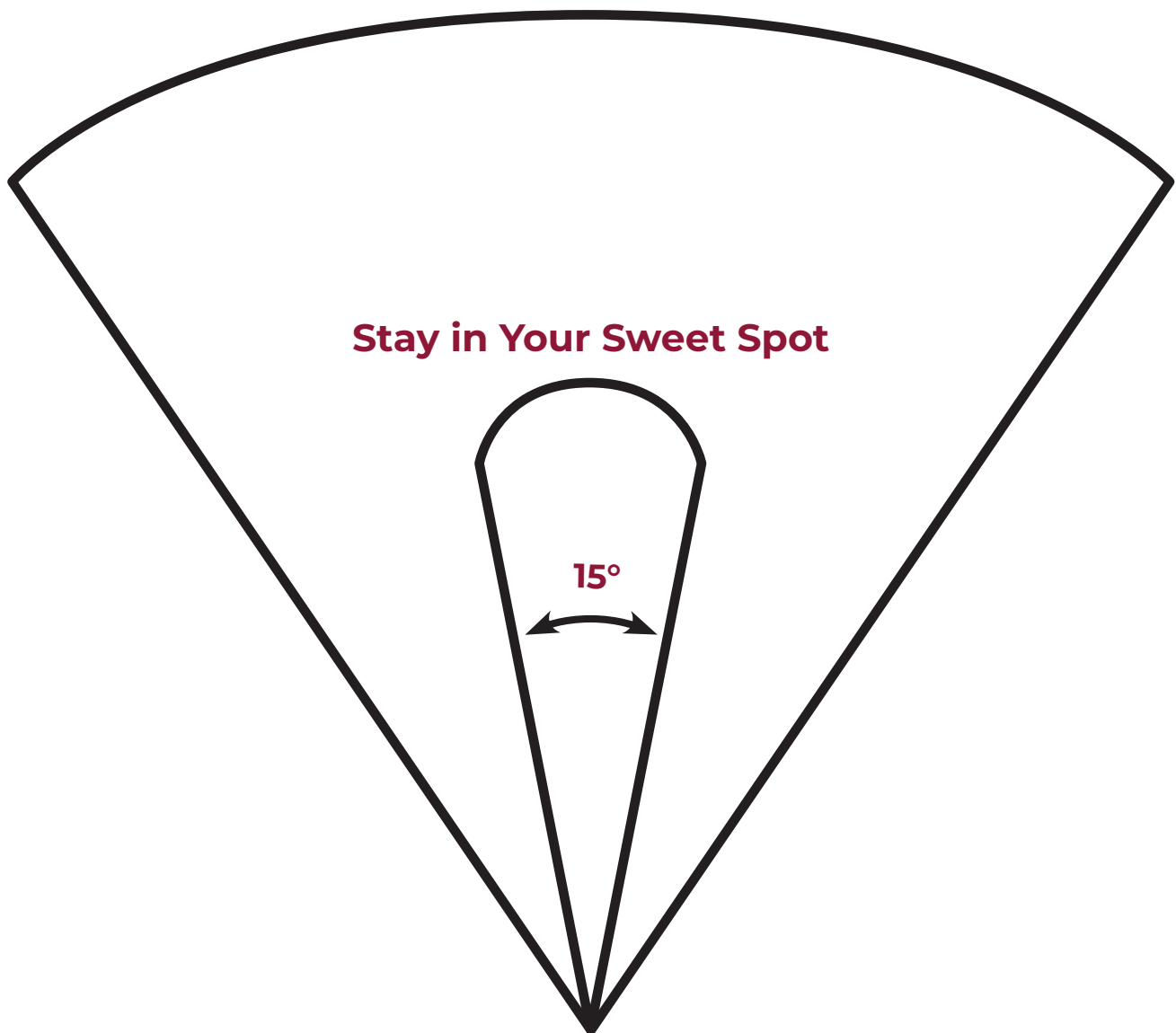
**Strengths: (When faced with challenges what is your Pokemon bird especially good at solving?)**



# Your Talent & Skill

Stay within a 15-degree range of what you've done in the past. Stay in your sweet spot.

## All Possible Options and Activities



# Stay in Your Lane Of Expertise While Being Extreme And Disruptive.

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

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

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What have your past careers been?

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# Why You?

Are you masterful at solving that problem? What makes you different/better than other solutions?

## Complete this statement:

One thing I do better than most people in my industry is...

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**You have to deliver results.  
You have to be good at what you do**

# Where Am I Wild, Eccentric, And Quirky?

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I LOVE Suzanne and her team and the first year of receiving her coaching, in 2020, my business doubled in revenue and is continuing to grow rapidly from there. What I am even more excited about is I learn and grow every day. Before working with Suzanne, I struggled to get my college admission writing business off the ground.



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## Amy Haskell

College Essay Tutor and Owner  
of Total Writing Enrichment

Charlotte, North Carolina

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# Message Graph

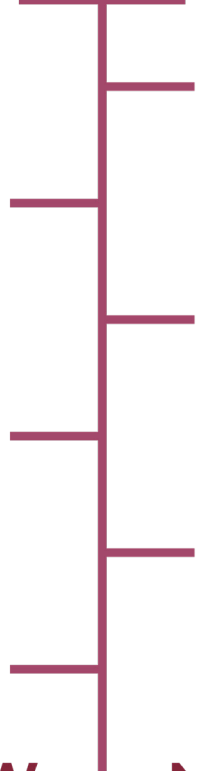
BIRTH BIRTH



ADULTHOOD

LOWS

HIGHS



NOW NOW















# Expanding Your Story

**I WAS HERE...**

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**DOING THIS...**

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**THIS HAPPENED...**

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**OMG! I REALIZED...**

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**SO, THEN I DID THIS...**

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**AND NOW I KNOW...**

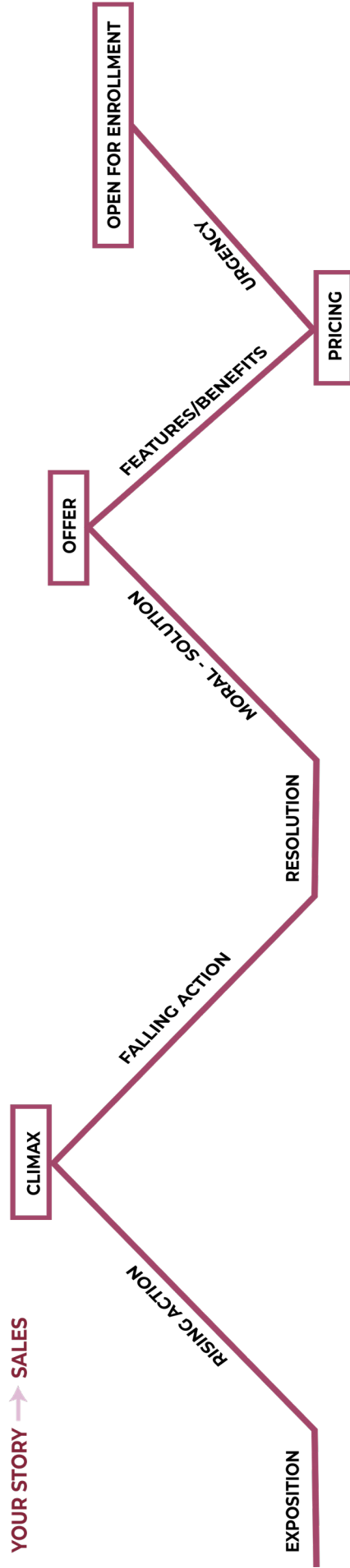
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With Suzanne’s coaching on my business model, **I went from \$617,000 a year to making \$626,000... in just 3 days at my event!** Follow the system and coaching. It works! We’re able to do these numbers and fulfill with epic, 5-star delivery because 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

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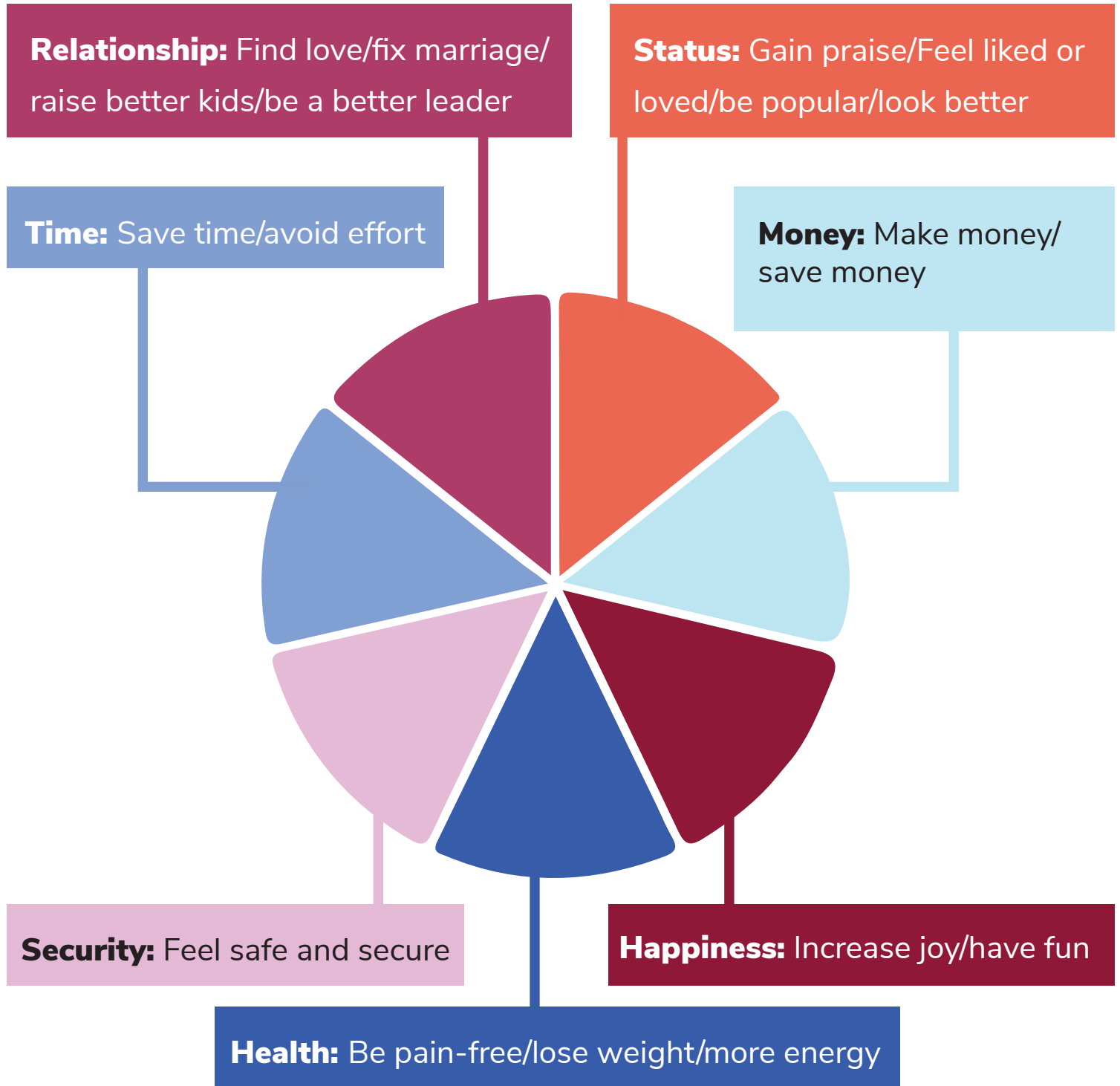
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# The Pain-Point Matrix

These are the TOP reasons why we buy anything...



# Enter the Conversation Already Going on in Your Avatar's Head

The secret to great marketing is to get out of your head and meet your market where they are at with the conversation going on in their head.

## The 2 Glasses of Wine Trick

To find the present pain of your audience, imagine sitting across the table with a potential ideal client at a cozy bar. Here's the trick... you are both 2 glasses of wine into the conversation! That means all the filters are down. No pretense. No BS. They are telling it like it is with direct, honest language.

Use the charts in the next pages and write out all the things your Avatar complains about. Capture all their symptoms.

List ALL the detailed things they complain about. All their symptoms.





# 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	"My dog looks so scruffy -- it's embarrassing to take him to the dog park!"	Clean and happy dog.
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...

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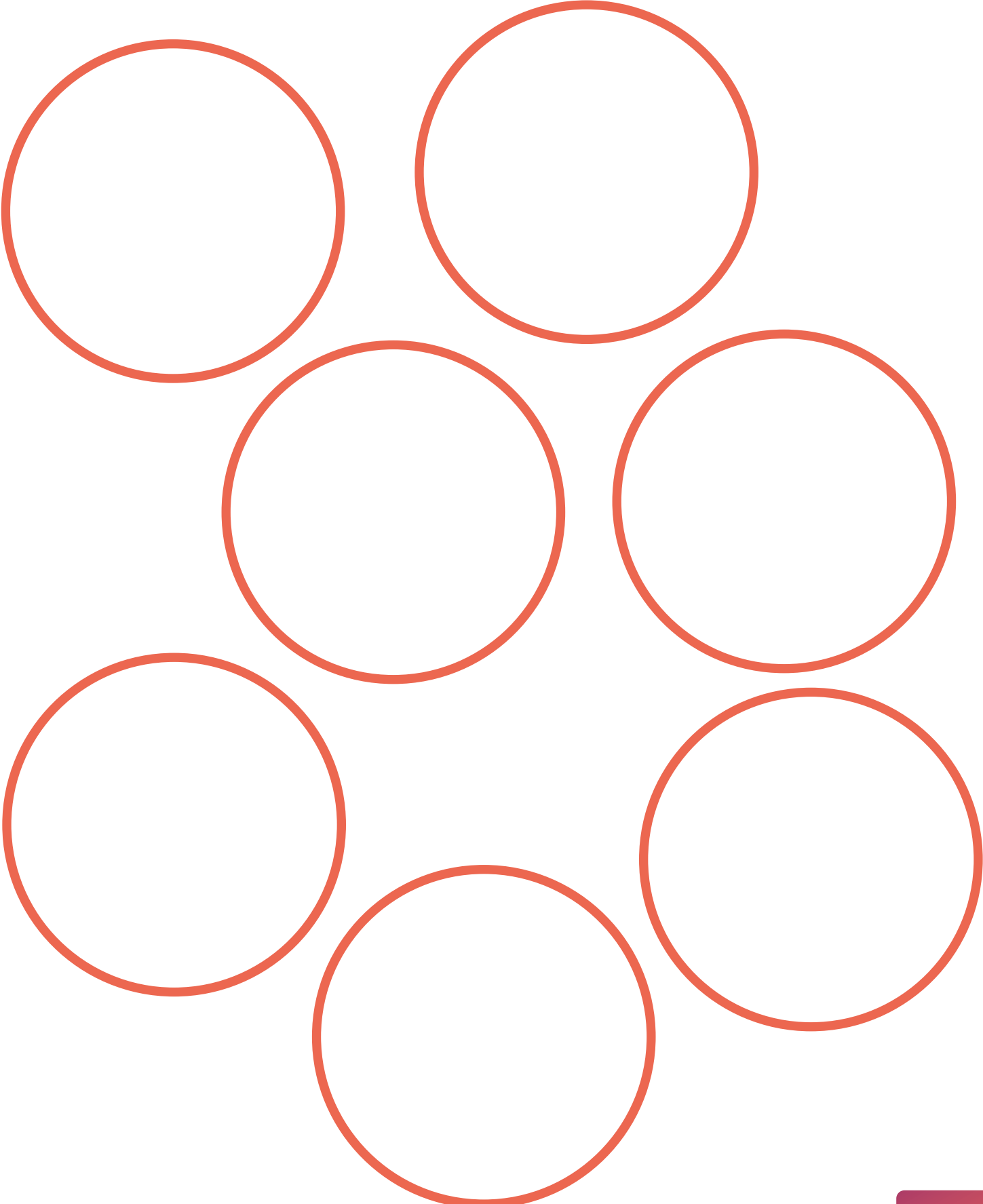
Women in transition trying to find their core values.	Core values	Vague. Not specific or relatable in the real world. Not urgent.
Discover your passion zone.	Passion zone	Jargon. It's about the process, not the outcome. Not urgent.
Can't see your inner beauty.	Inner beauty	Bland. Open-ended and vague. 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.



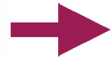




# 1 Minute to Millions Mastery



**Inspire**



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

**Educate**



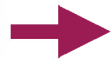
**3 Solution Points**

**Invite**



**Free or Fee / ASK**

**Motivate**



**Urgency / Bonus / Emotional Wrap**

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**Inspire**



**Educate**



**Invite**



**Motivate**



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# 60 For 60

**60 Seconds** → Connecting  
Networking

**60 Minutes** → Speaking  
Workshop

**60 Hours** → Events  
Programs  
Social  
Challenges

**60 Days** → Social  
Products  
Programs

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		<b>%</b>	<b>60 Sec.</b>	<b>60 Min.</b>
<b>INSPIRE</b>	→ Whiplash	<b>25%</b>	<b>15 Sec.</b>	<b>15 Min.</b>
	→ Seed Pain/Solution			
	→ Trust (Story)			
<b>EDUCATE</b>	→ <b>3 Teaching Points</b>	<b>35%</b>	<b>21 Sec.</b>	<b>21 Min.</b>
<b>ASK</b>	→ Transition	<b>25%</b>	<b>10 Sec.</b>	<b>15 Min.</b>
	→ Offer			
<b>MOTIVATE</b>	→ Bonus/Limiter	<b>5%</b>	<b>18 Sec.</b>	<b>3-5 Min.</b>
	→ Leave With Desire			

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# Write Your 1 Minute to Millions

**INSPIRE**

**Whiplash Statement:**

**Establish Pain:**

**EDUCATE**

**Give 1-2 Solution/Teaching Points:**

**ASK**

**Say What You Do Best:**

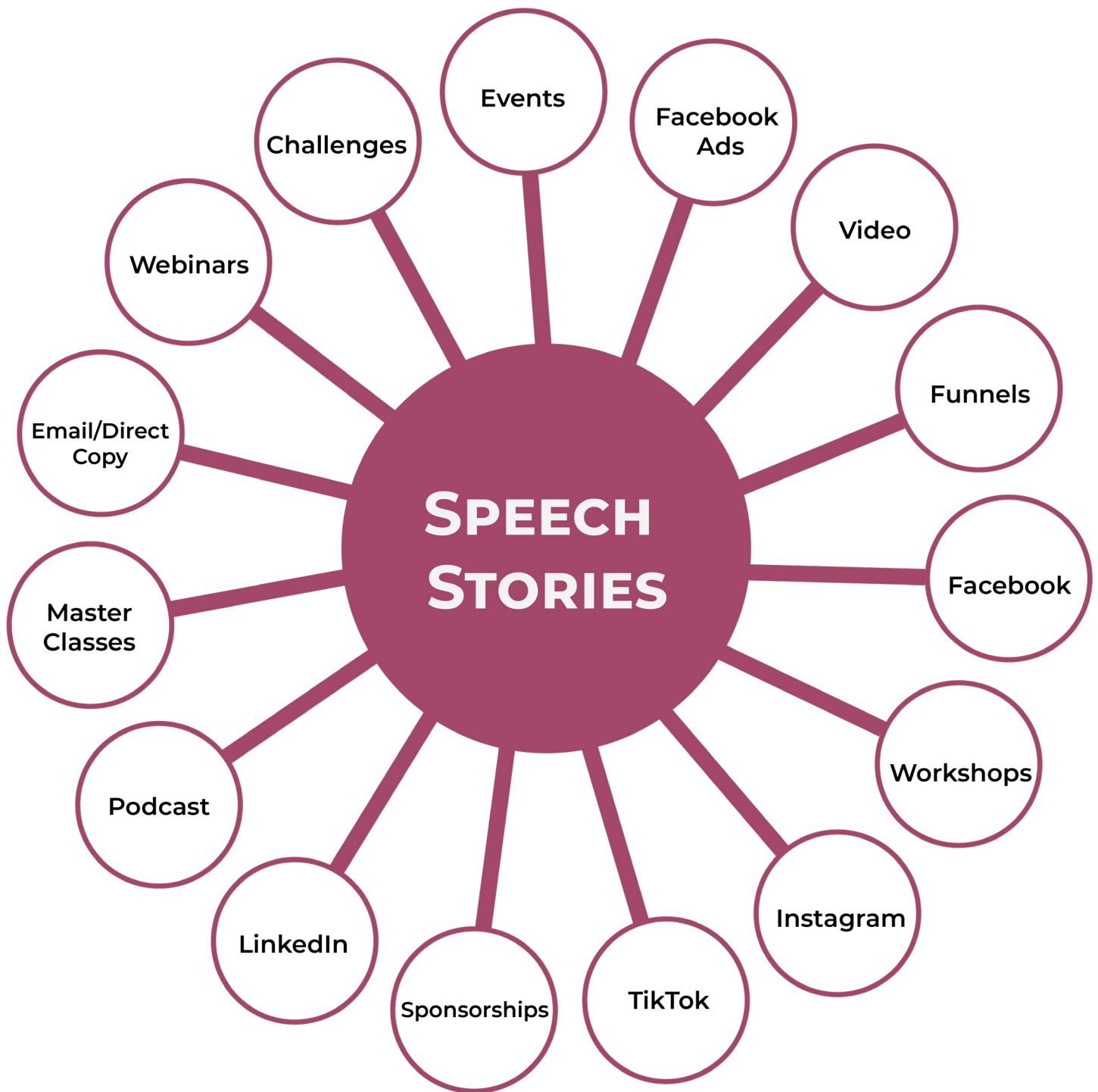
**CTA:**

**MOTIVATOR**

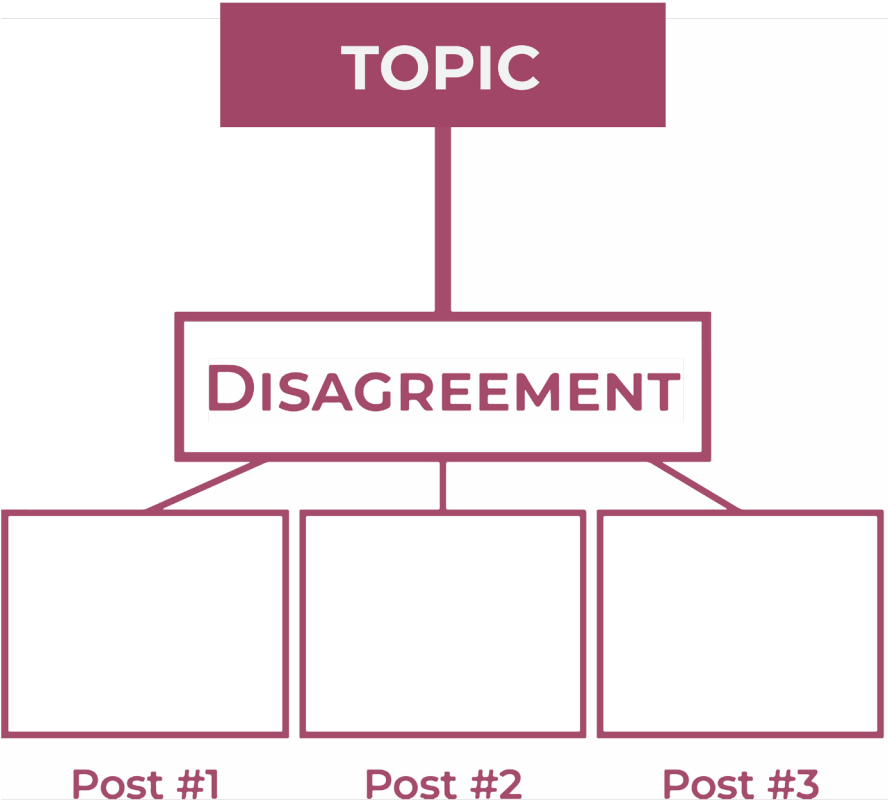
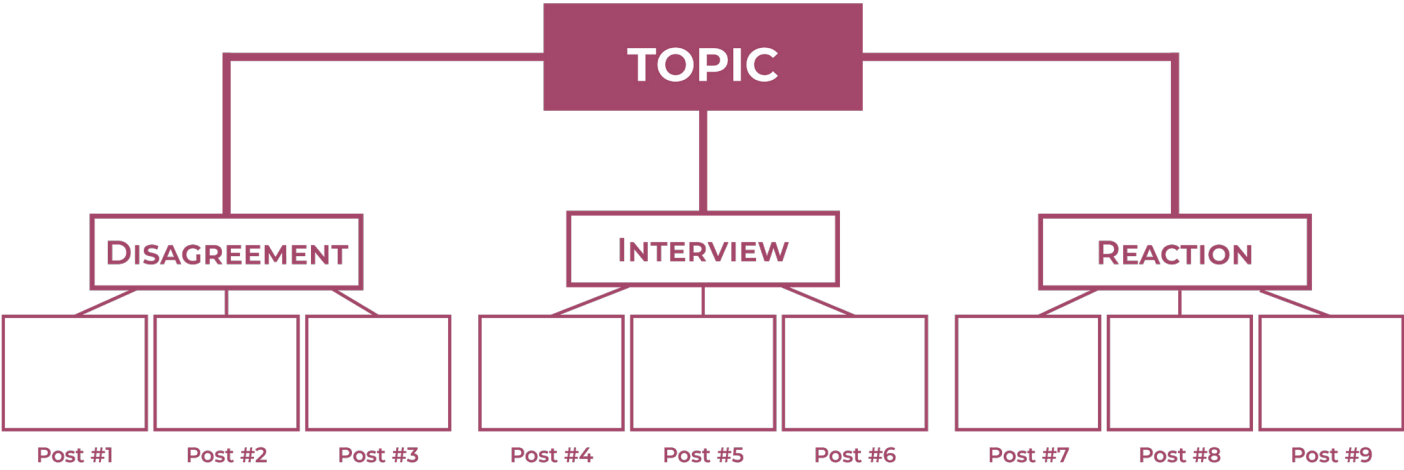
**Limiter:**

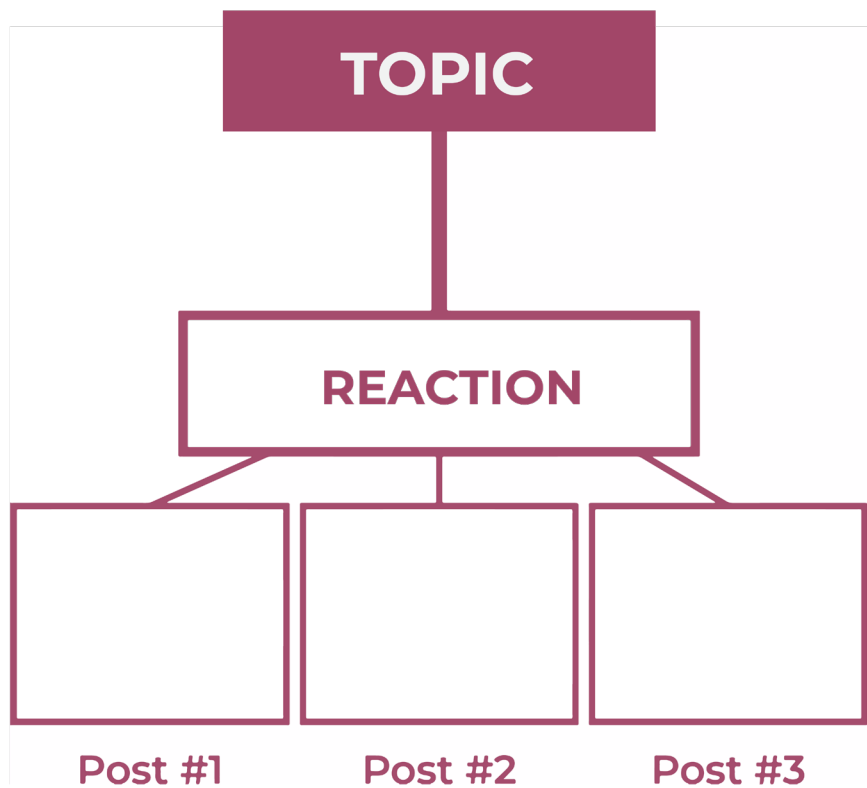
**Button:**

# Speech Stories



# Topic Tree



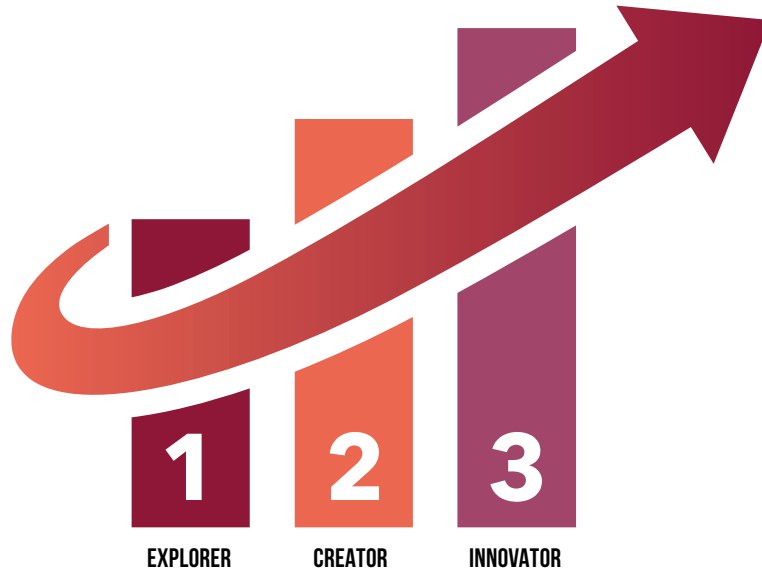






# 3 Stages Of Business Growth

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?

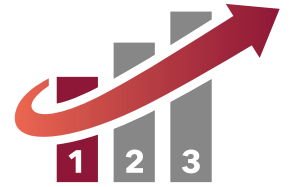
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# Stage 1 - Explorer: Figuring It Out



## 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

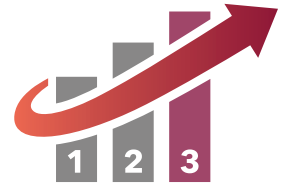
**Team:** Bookkeeper/CPA, Tech and/or assistant VA

**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.

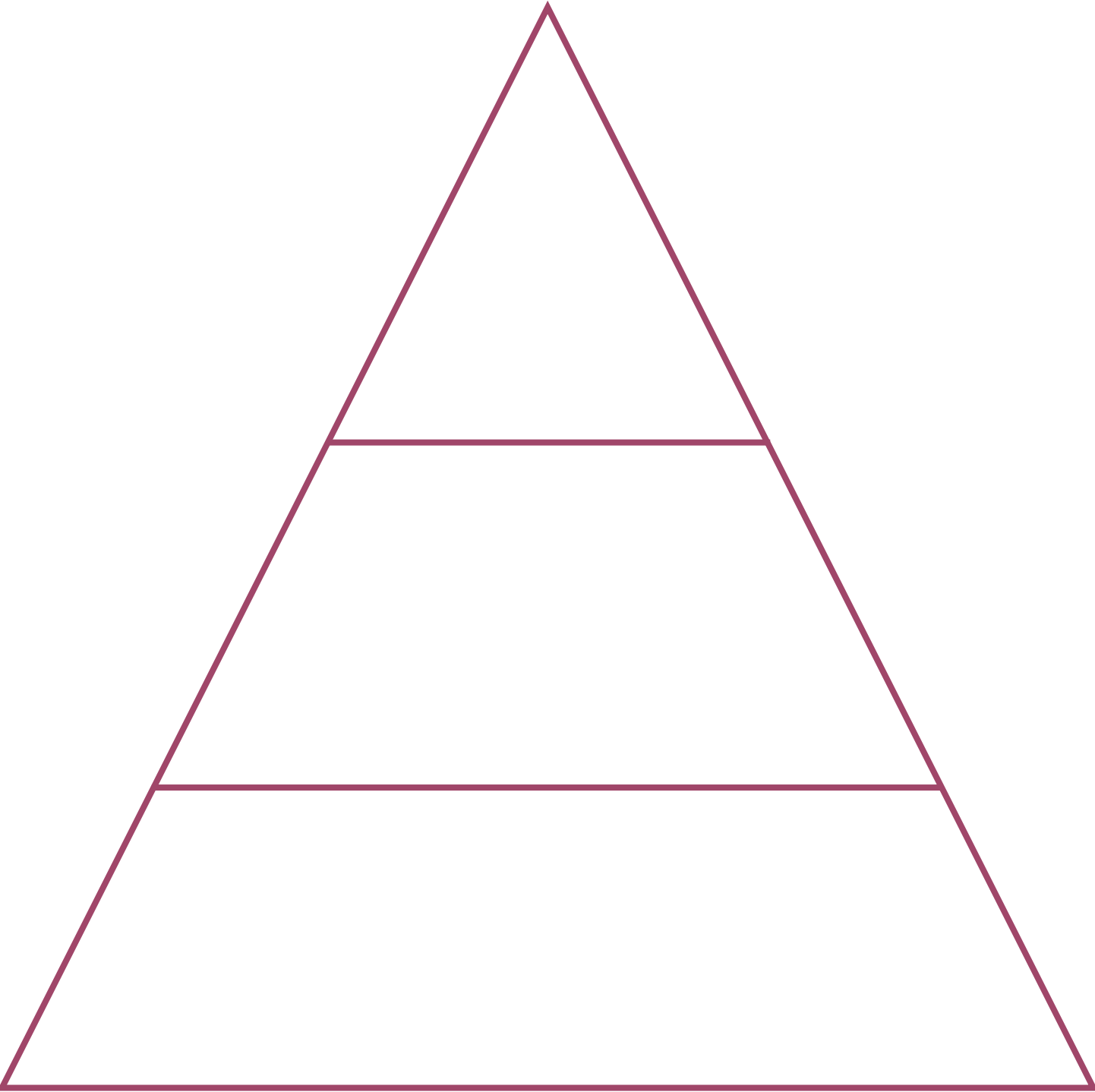
## **Primary Focus:**

- 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.

# Your Money Mountain



# Your Freaking Fabulous Free Offer

<b>Pain Killer Title</b>	
<b>Urgent Time Frame</b>	
<b>Motivator/Limiter</b>	
<b>Call to Action</b>	

# Your Signature Offer



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# Crafting Your Offer

**1** **PROBLEM**

**2** **PEOPLE**

**3** **POSITION**

**4** **PROMISE**

**5** **PRICING /PROPOSITION**

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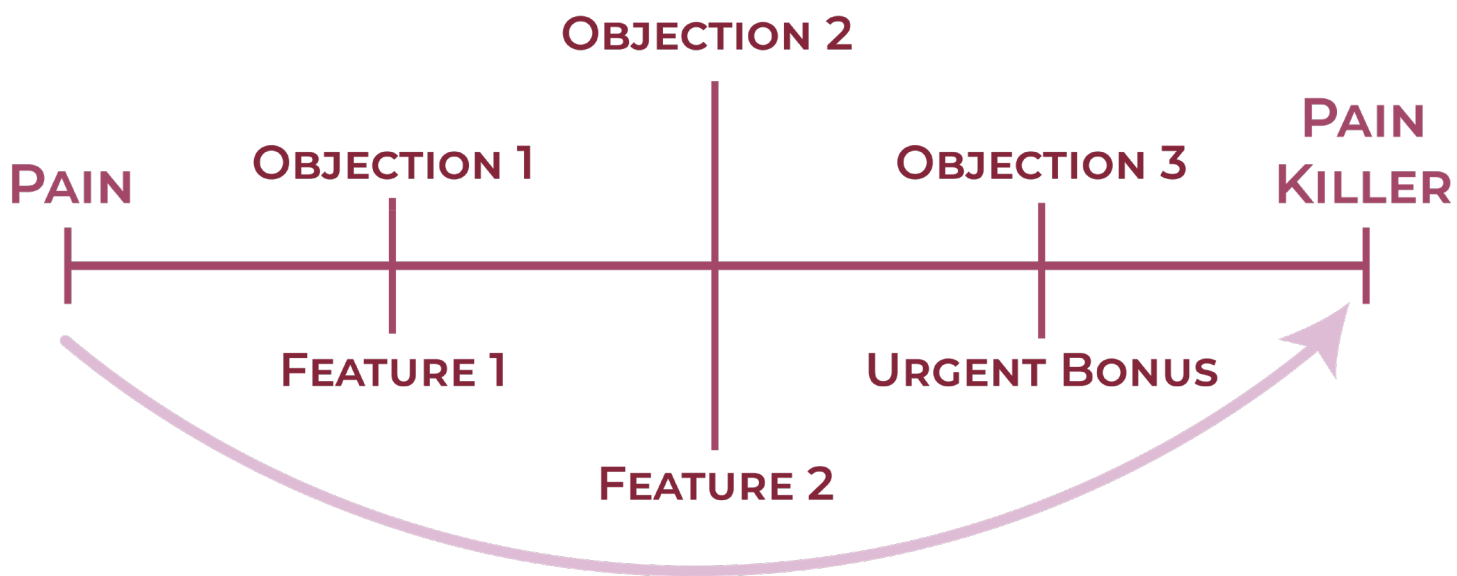
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VALUE PATH: \_\_\_\_\_ COMPETITIVE PRICING: \_\_\_\_\_

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“

Before Driven, I was just waiting for clients to come to me, and only making about \$2K per month. The Driven coaches taught me the most important actions I have to take for lead generation and sales, and just as importantly, how to not waste my time with tasks that don't actually matter. Now I'm helping hundreds more clients than before, and easily making \$20K per month!



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**River Nice**  
Financial Planner  
Philadelphia, PA

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# 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  
(The number of people you need to talk  
to and invite into a sales call.)

# Inspire Income

**Monthly Income Goal:** \_\_\_\_\_

**My Offer Costs:** \_\_\_\_\_

**Units Needed  
to Hit Goal:** \_\_\_\_\_

**x3=** \_\_\_\_\_  
(Sales Calls Monthly)

**x2.5=** \_\_\_\_\_  
(The number of people you need to talk  
to and invite into a sales call.)

# Business Life

## TYPE:

VIRTUAL

LIVE

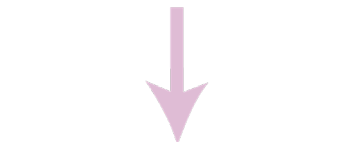
SOCIAL/SWAPS

## 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





# Top Lead Generation Strategies

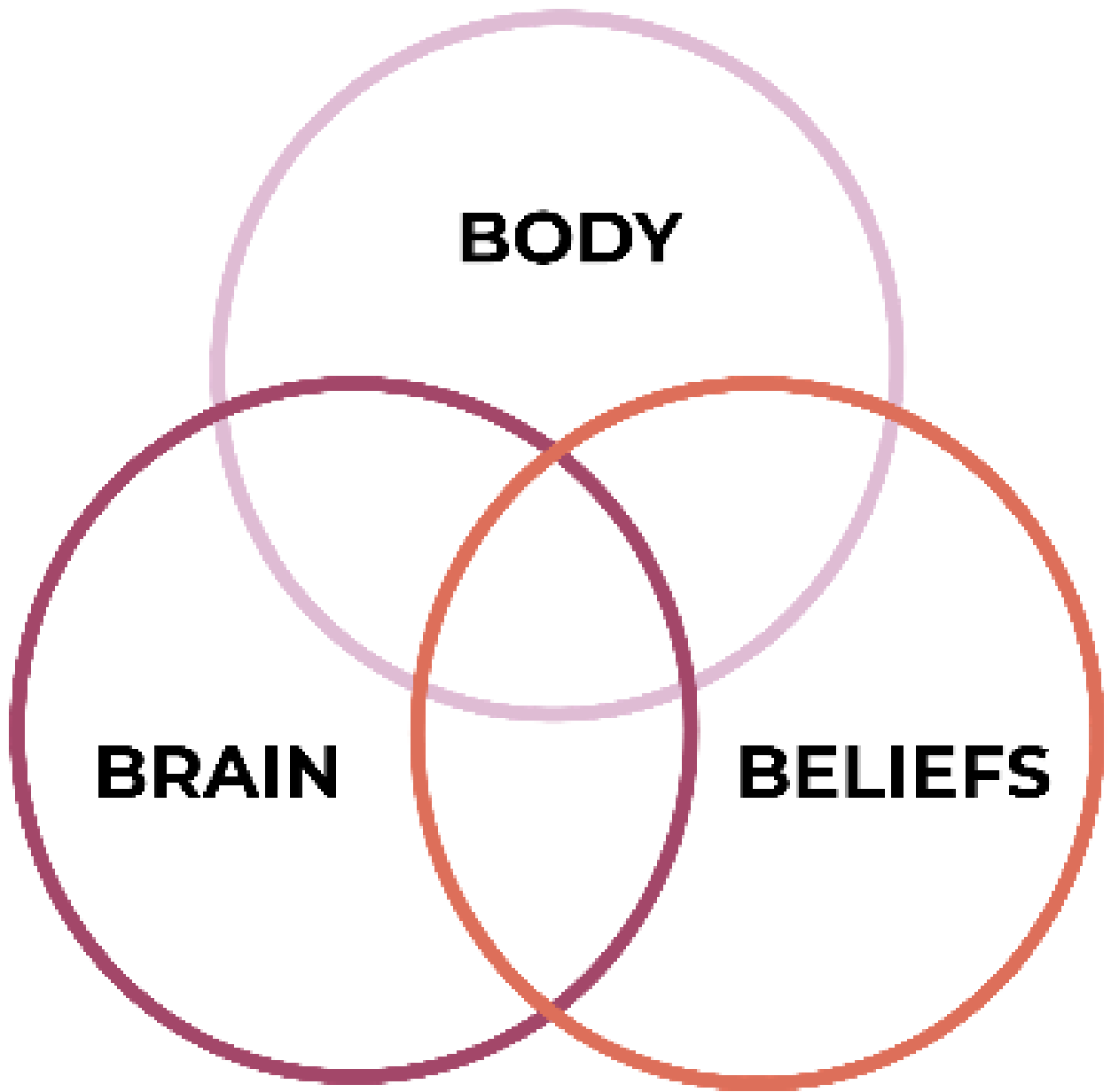
LEAD GENERATION	TECH COMPLEXITY	SKILL NEEDED	COST	PERSONAL CONNECTION
Your Rolodex	Easy	Low	Free	Close
Referrals	Easy	Low	Free	Close
Strategic Net- working	Easy	Low	Free - High	Close
Speaking	Easy	Medium	Low - High	Close
Sponsoring Events	Easy	Medium	Low - High	Close
Podcast or Telesummit Guest	Easy	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

# Top Lead Generation Strategies

LEAD GENERATION	TECH COMPLEXITY	SKILL NEEDED	COST	PERSONAL CONNECTION
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

# The Top 10 Ways For Businesses Under 100k To Get Leads

- Networking (1-2 times a week)
- Asking for referrals.
- Speaking: Mapping specific speaking goals.
- Transforming your speech into other forms. (videos, posts, Reels, Facebook Lives, etc.)
- Booking visibility events. (Podcasts and summits)
- Sponsorships
- Joining groups.
- Social Media posting. Consistent Facebook Lives & videos. Having a call to action on your posts. Engaging with comments and DMing.
- Less Annoying CRM.
- Go back to former gigs/opportunities.











“

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.**

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**Dr. Jackie Black**

Board-Certified  
Coach to Couples

Glendora, CA

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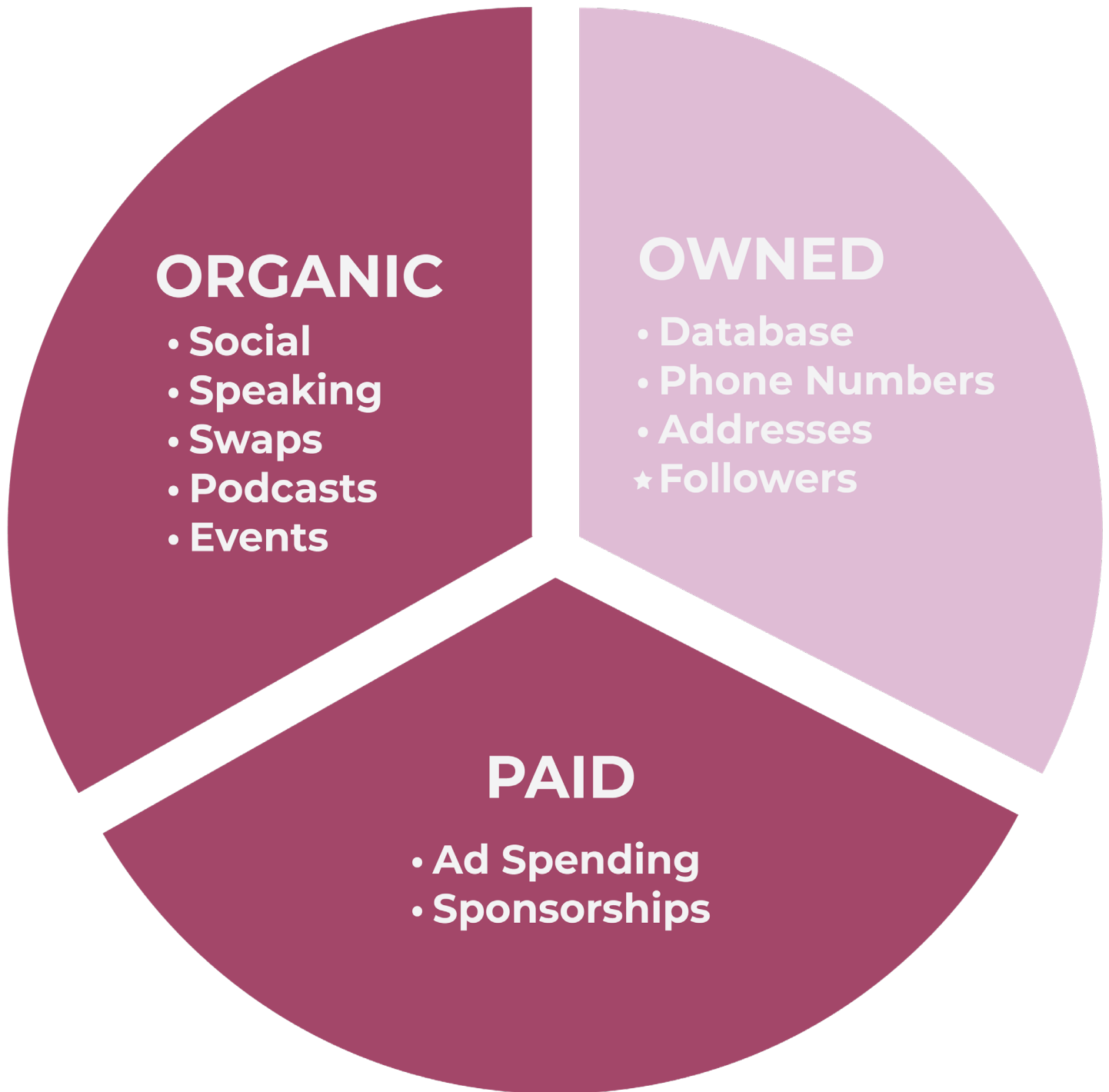
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# Lead Generation: How To Captivate People Towards You









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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.

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**Eva Medilek**

High Performance Coach  
Berkeley, CA

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**YOUR  
SALES  
STYLE**

# Your Sales Style

You have to learn to sell yourself. You do this by honoring your sales style...

What type of buyer you are tells what type of sales?

- Ego buyer (Favor)
- Avoidance buyer (Accident)
- Disrupt buyer (Distraction)
- Apologetic buyer (Sympathy)
- Responsibility buyer (Fault/Blame)





# You Were Born...

A Natural Born Salesperson

To Get What You Want

To Help Others Get What They Want

In a Natural State of Winning

To Inspire, Motivate, and Persuade

An Authentic Salesperson

# The I-CARE System



# Four Layers Of Sales

**01**

**SELLING THEM ON  
TALKING TO YOU**

**02**

**ACTUAL SALES CONVERSION  
(COMP SESSION)**

**03**

**HOLD THE SALE**

**04**

**UPSELL OR RESALE**



I just had my first £30,000 month, which was eluding me before! Last year I paid myself 66% more than I did the year before from the business. Everything is so much more efficient and profitable now. I also filled out my new program and have almost filled out my first-ever one-day event. I've also started looking at houses. It's finally feeling possible in the near-future instead of far far away. Suzanne cuts through all the noise and the nonsense and it's such a relief.



**Kate Wolf**

Business Consultant

St Leonards, UK

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# Everything Falls Into

**NICE**

**NECESSARY**

**NEEDED**

# Take Action!

Go through all your notes. Sum up the actions you are going to take and categorize them in the right column below. For every action you are going to take ask yourself, “Is this nice, necessary, or needed?”

Nice	Necessary	Needed







