

CAPTIVATE

Captivate

Workbook



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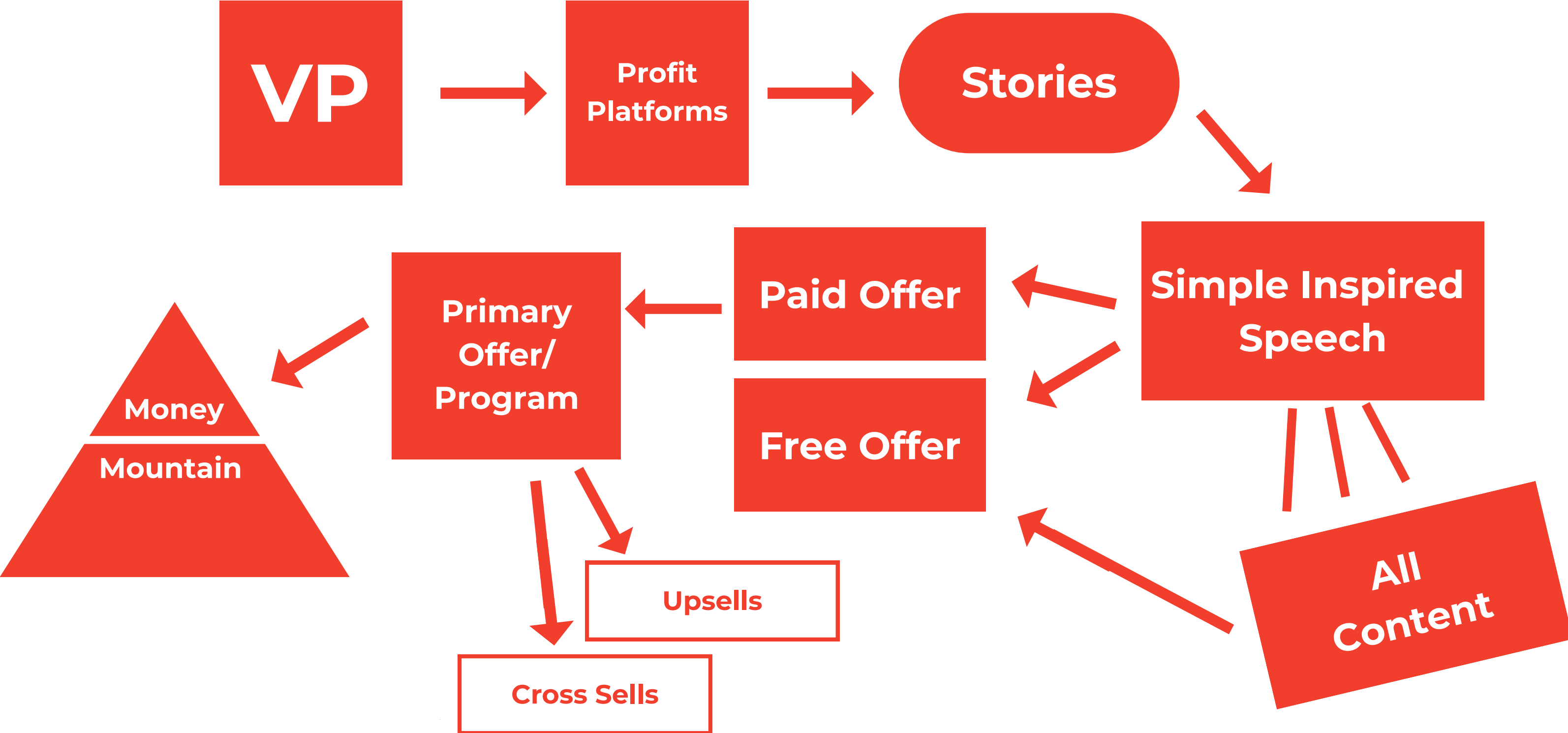
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7 Figure Speaker Path



The Dividing Line

H.O.

- Feelings
- Blames
- Dreams
- Can't Decide
- Focused on Survival
- Seeks Approval
- Waits
- Process

B.O.

- Commitment
- 100% Responsibility
- Plans
- Decisive
- Focuses on Progress
- Not Embarrassed
- Acts
- Problem Solves

“

Suzanne helped me take my business from **\$300 a month** to **\$10,000 a month** in just 18 months.

If you're even remotely thinking about working with Suzanne Evans, I highly recommend that you put all of your hesitation aside and go for it, because you **will see your results go faster and faster and faster than you ever will do this on your own.**

”



JEAN KUHN

Success Checklist to Land in the 7 Figure Speaker SPOTLIGHT!

- ✓ Craft your cash-converting value proposition
- ✓ Write your talk title and tagline
- ✓ Craft your signature stories
- ✓ Write your signature speech
- ✓ Craft your signature free offer
- ✓ Craft your signature paid offer
- ✓ Nail your talk for performance
- ✓ Have speaker agreements for free and paid stages
- ✓ Book social swaps, virtual and in-person stages
- ✓ Use your speech for marketing content
- ✓ Build the back end of your speech (marketing and follow-up)
- ✓ Build your Money Mountain

Success Checklist to Land in the 7 Figure Speaker SPOTLIGHT!

- ✓ Build your follow-up funnel with high-quality video
- ✓ Set up CRM, tech, and follow-up software
- ✓ Have a speaker sizzle reel
- ✓ Have a speaker testimonial reel
- ✓ Have a full speaker media kit template
- ✓ Get professional speaker headshots and live stage shots
- ✓ Create and design your Fabulous Free Offer content (lead magnet)
- ✓ Nail your performance, delivery, and CLOSE from stage
- ✓ Know how to negotiate contracts and opportunities
- ✓ Book stages: Book monthly gigs
- ✓ Buy stages: Step into strategic sponsorships for speaking

Success Checklist to Land in the 7 Figure Speaker SPOTLIGHT!

- ✓ Build stages: Host your own express, mini, one-day, and multi-day events
- ✓ Build your list through joint ventures and endorsements
- ✓ Have a research plan for industry-specific gigs
- ✓ Have sales scripts, gig scripts, and follow-up templates to constantly convert
- ✓ Have a well-trained team to support your success and delegate

RINSE AND REPEAT

“

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

Your Value Proposition = The Problem You Solve

Examples of Value Propositions

Business Type	Value Proposition Example
Relationship Coach	Find the love of your life.
Artist	Happy walls = happy home.
Small Business Attorney	Protect your assets.
Business Consultant	Make more sales with high-end offers.
Bookkeeper	Cut expenses and boost revenue.
Sleep Expert	Get a good night's sleep.
Payment Center	Lower processing fees on credit card transactions.
Career Coach	Advance your career without sacrificing your personal life.
Dog Groomer	Clean and happy dog.
Virtual Assistant	Free up more time.
Event Planner	Make money from events.
Photographer	Be seen as an expert in your industry.
Makeup Products	Makeup for sensitive skin.
Weight Loss Coach	Permanently lose weight without dieting.
PR Agency	Done for you media exposure.
Corporate Consultant	Eliminate team drama.
Organizer	Declutter for more productivity.
Personal Assistant	Get things done without having to think about it.
Graphic Designer	Look great online.

Profit Platforms

Rapid Fire Revenue (Cash in hand within 1–7 days)

These are platforms that can get a speaker paid in the next 7 days or less.

- Speaking at your own event or virtual workshop
 - (with an offer)
- Selling on someone else's stage
- Going viral
- Selling a high-ticket offer from a webinar
- Partnering with a known person or influencer
- Referral deals with salespeople or sales teams
- Emailing offers to lists
- Creating a paid workshop or challenge
- Selling new offers to your existing or past clients
- Sponsorship/exhibit opportunities
- Facebook or IG or TT Live
- Fire Sale
- Email/text circle of influence

30 day profit paths (Money within 30 days)

These are platforms that can get a speaker paid in the next 30 days or less.

- Paid ads
- Joint ventures
- Press/media coverage
- Hosting a free workshop
- Launching a low-ticket product to ascend clients
- Direct Mail campaigns
- Networking
- Follow up with former clients and warm leads

Next Level Platforms

Longtail Profit Strategies

(Takes 2+ months to build, compound returns over time)

**These strategies build trust, audience, and positioning
but usually take 3-6 months to pay off.**

- Podcasts
- Consistent social media
- SEO
- Writing on Medium or Substack
- Publishing a book or ebook
- Hosting a free community or Facebook Group
- Consistent commenting on industry leaders' content or in groups
- Creating a paid accountability group or cohort
- List building organic and through paid traffic
- Challenge
- Summit
- Giveaway

CHOOSE YOUR PLATFORMS FOR NEXT 6 MONTHS

Choose Top 3 Profit Platforms

1

2

3

Choose 2 Secondary Platforms

1

2

“

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.**

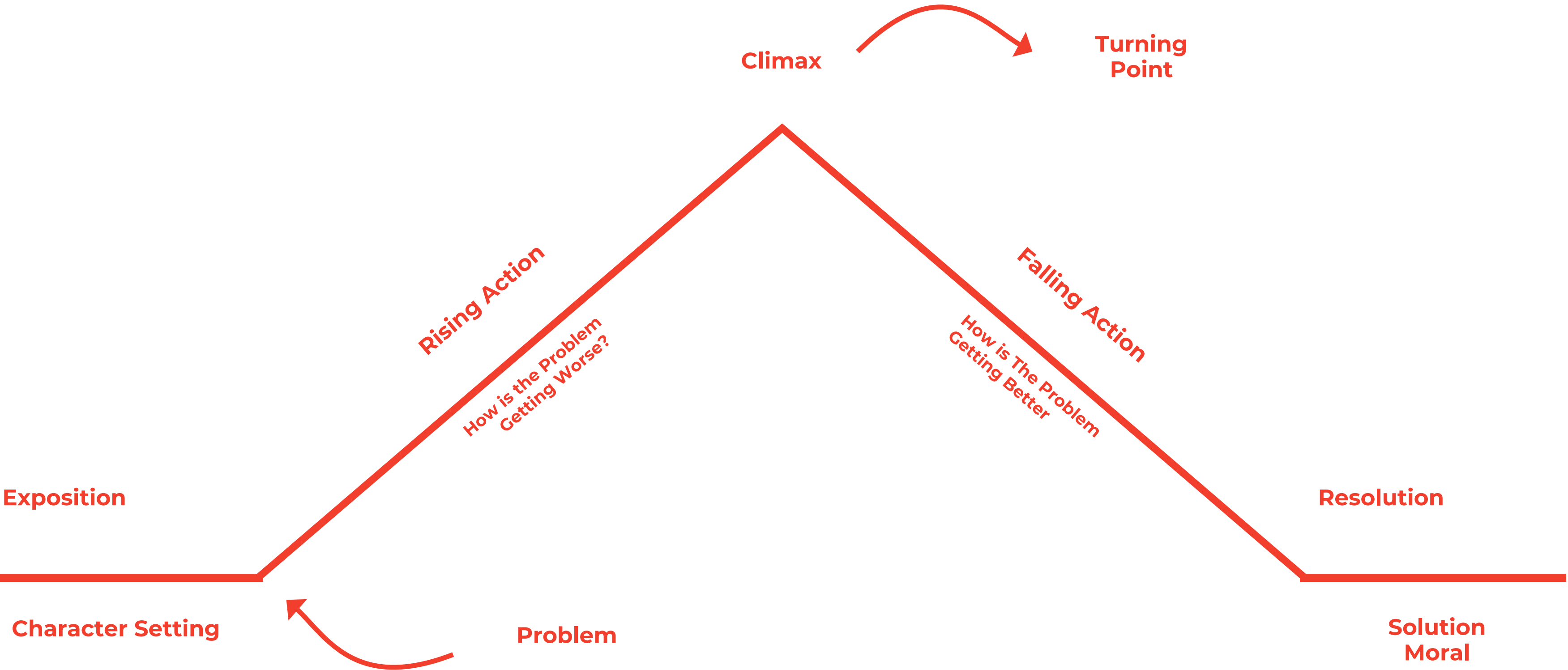
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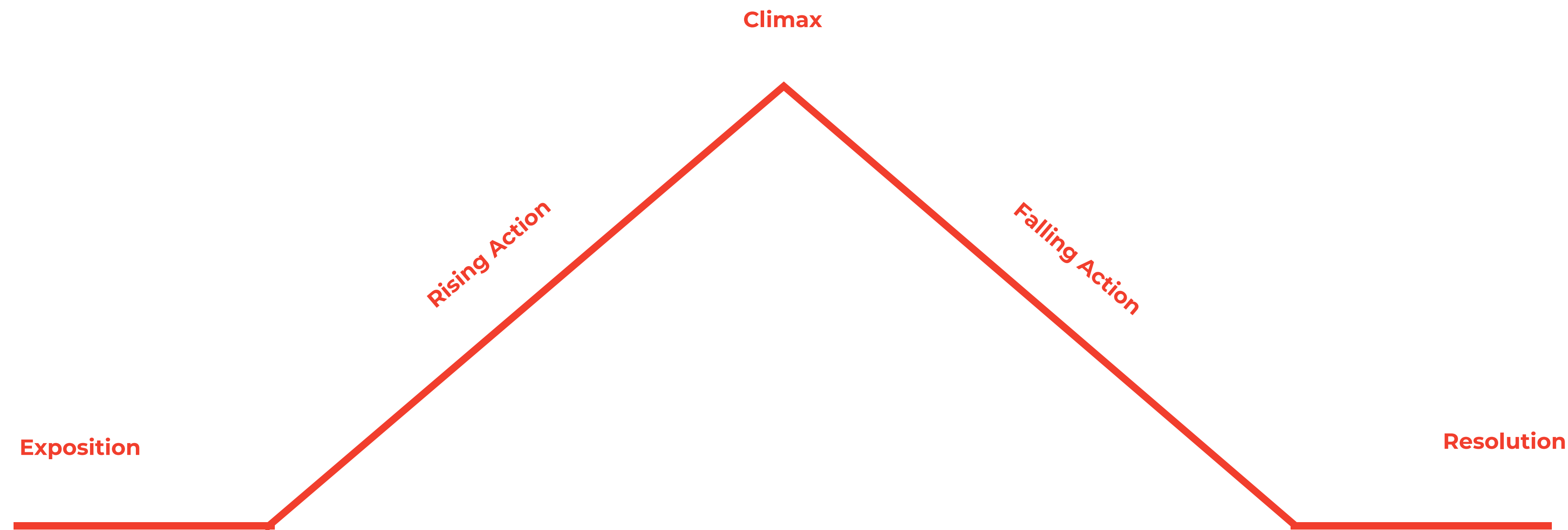
VERONIQUE PRINS

Moordrecht, Netherlands
Business Mentor

Story Creation



Your Turn



The TALK

I WAS HERE...

DOING THIS...

THIS HAPPENED...

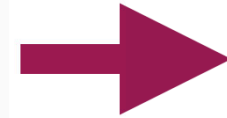
OMG! I REALIZED...

SO, THEN I DID THIS...

AND NOW I KNOW...

The TALK

Inspire



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

Educate



3 Solution Points

Invite



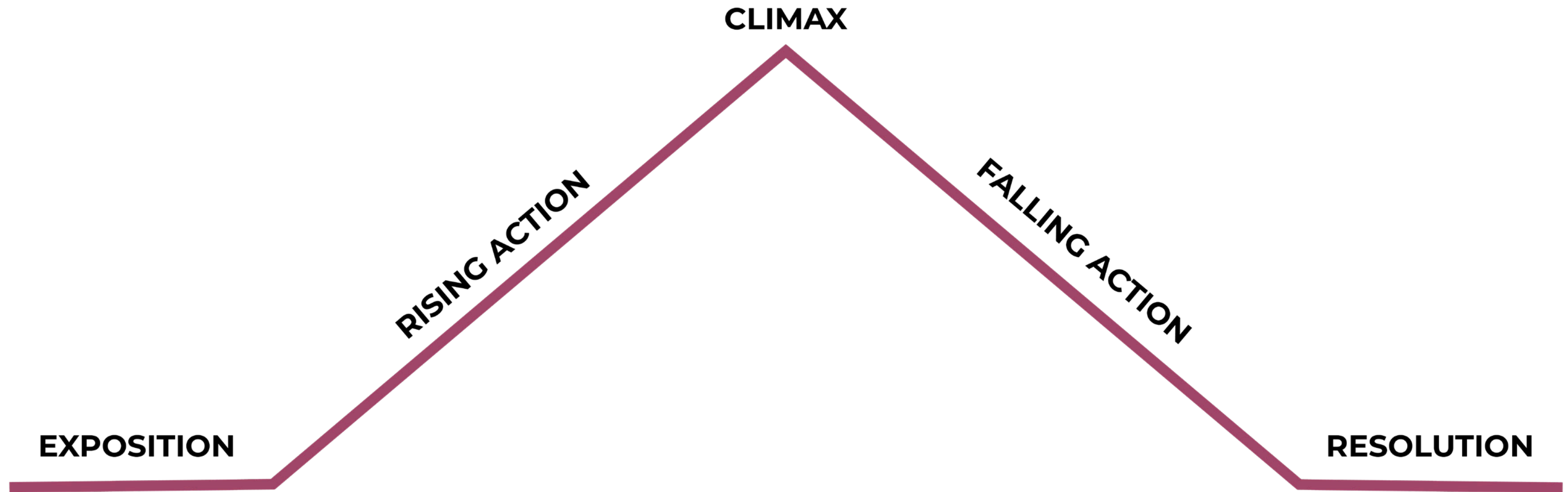
Free or Fee / ASK

Motivate



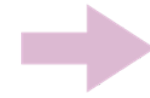
Urgency / Bonus / Emotional Wrap

The TALK



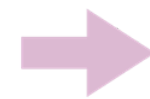
The TALK

60 Seconds



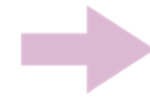
Connecting Networking

60 Minutes



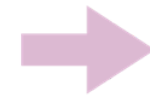
Speaking Workshop

60 Hours



Events Programs Social Challenges

60 Days



Social Products Programs

The TALK



%	60 Sec.	60 Min.
25%	15 Sec.	15 Min.
35%	21 Sec.	21 Min.
25%	15 Sec.	15 Min.
15%	9 Sec.	9 Min.

[illegible]



Create Your Fabulous Free Offer

People Need A Path

- Pain Killer Title
- Urgent Time Frame
- Motivator/Limiter
- Call to Action
- Value

Captivating Conversion Words

The 5 Most Persuasive Words In The English Language

- You
- Free
- Because
- Instantly
- New

The 20 Most Influential Words, Via David Ogilvy

- | | | |
|---------------|-----------------|-------------|
| • Suddenly | • Revolutionary | • Challenge |
| • Now | • Startling | • Compare |
| • Announcing | • Miracle | • Bargain |
| • Introducing | • Magic | • Hurry |
| • Improvement | • Offer | |
| • Amazing | • Quick | |
| • Sensational | • Easy | |
| • Remarkable | • Wanted | |

Captivating Conversion Words

3 Words To Encourage Community

- Join
- Become a member
- Come along

10 Cause-And-Effect Words And Phrases

- Accordingly
- As a result
- Because
- Caused by
- Consequently
- Due to
- For this reason
- Since
- Therefore
- Thus

12 Phrases That Imply Exclusivity

- Members only
- Login required
- Class full
- Membership now closed
- Ask for an invitation
- Apply to be one of our beta testers
- Exclusive offers
- Become an insider
- Be one of the few
- Get it before everybody else
- Be the first to hear about it
- Only available to subscribers

Captivating Conversion Words

9 Phrases That Imply Scarcity

- Limited offer
- Supplies running out
- Get them while they last
- Sale ends soon
- Today only
- Only 10 available
- Only 3 left
- Only available here
- Double the offer in the next hour only

28 Words And Phrases That Make You Feel Safe

- | | | |
|------------------|-----------------------|----------------------|
| • Anonymous | • No Obligation | • Results |
| • Authentic | • No Questions Asked | • Secure |
| • Backed | • No Risk | • Tested |
| • Best-selling | • No Strings Attached | • Try before You Buy |
| • Cancel Anytime | • Official | • Verify |
| • Certified | • Privacy | • Unconditional |
| • Endorsed | • Protected | |
| • Guaranteed | • Proven | |
| • Ironclad | • Recession-proof | |
| • Lifetime | • Refund | |
| • Moneyback | • Research | |

Captivating Conversion Words

47 Ubiquitous Power Words

- Improve
- Trust
- Immediately
- Discover
- Profit
- Learn
- Know
- Understand
- Powerful
- Best
- Win
- Hot Special
- More
- Bonus
- Exclusive
- Extra
- You
- Free
- Health
- Guarantee
- New
- Proven
- Safety
- Money
- Now
- Today
- Results
- Protect
- Help
- Easy
- Amazing
- Latest
- Extraordinary
- How to
- Worst
- Ultimate
- Hot
- First
- Big
- Anniversary
- Premiere
- Basic
- Complete
- Save
- Plus!
- Create

Captivating Conversion Words

9 Words For Shareable Content

- Secret
- Tell us
- Inspires
- Take
- Help
- Promote
- Increase
- Create
- Discover

“

Suzanne encouraged me to up my prices by \$1,000. The results have been amazing as I actually just had my very first **six figure quarter** for the first quarter of 2024. It was **over a hundred thousand dollars of profit in just three months!** And I couldn't have done it without Suzanne.”

”



ANNE GORDON

One Speech Changes Everything...

**GETTING
PAID**

1 Free Gig - \$0

25 Attendees

Free Offer (8) - \$0

\$5K Coaching Program @

20-25% is 2 Sales = \$10K

2 Gigs A Month = \$20K a month

Crafting Your Offer

1 PROBLEM

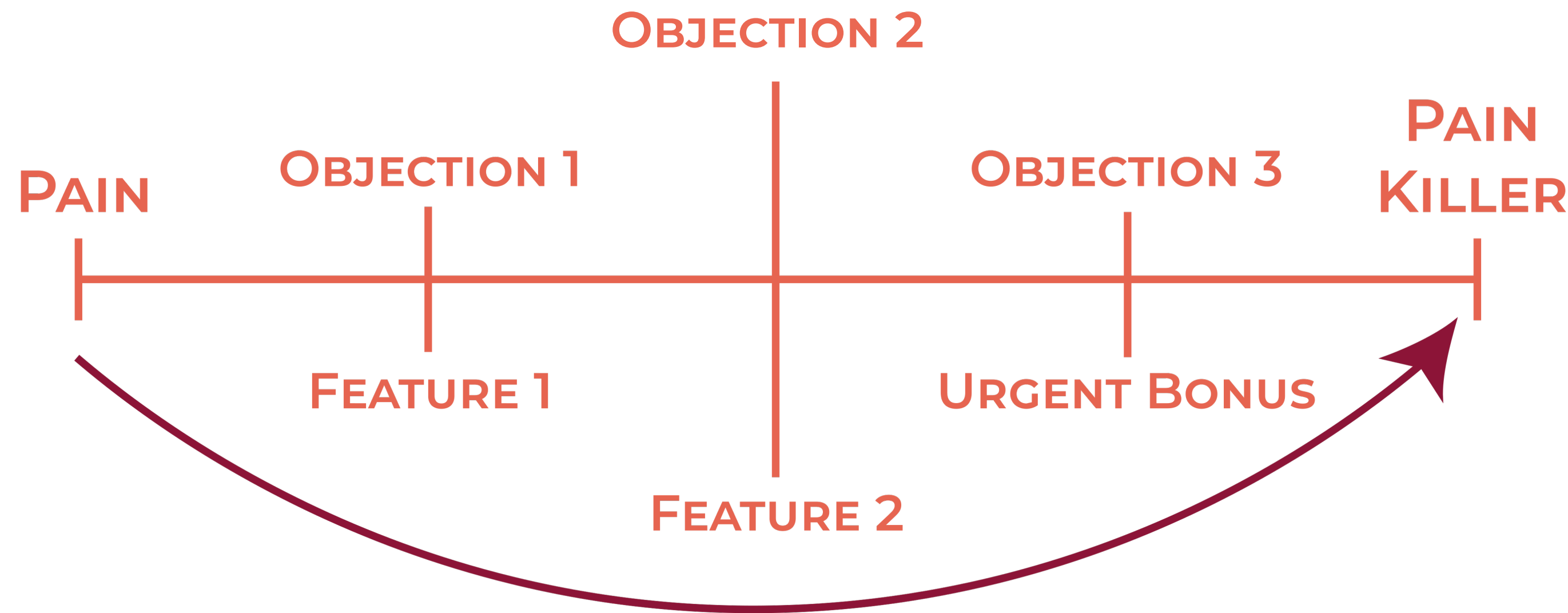
2 PEOPLE

3 POSITION

4 PROMISE

5 PRICING/PROPOSITION

High Ticket Offer

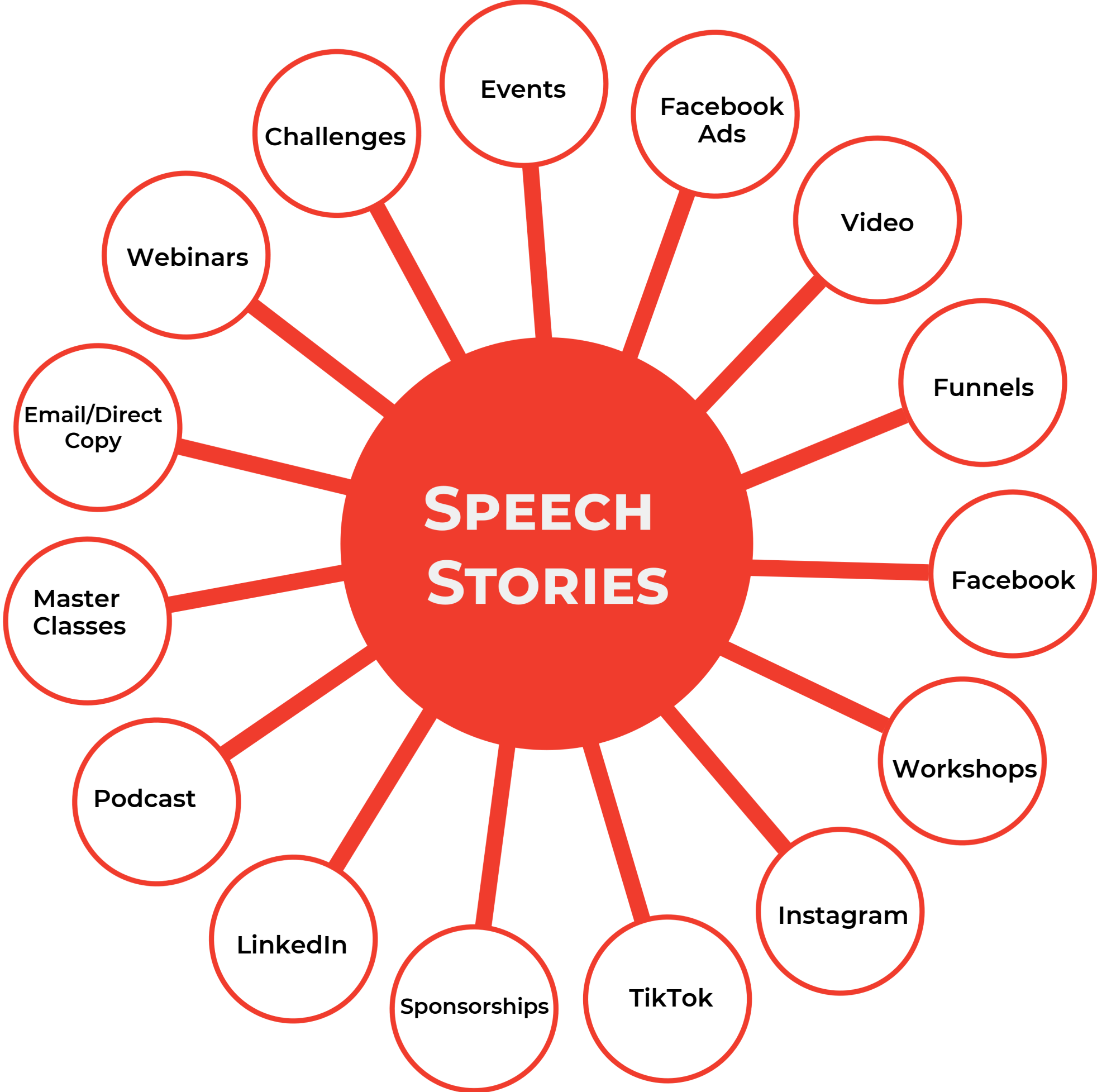


Value Path _____ Competitive Pricing _____

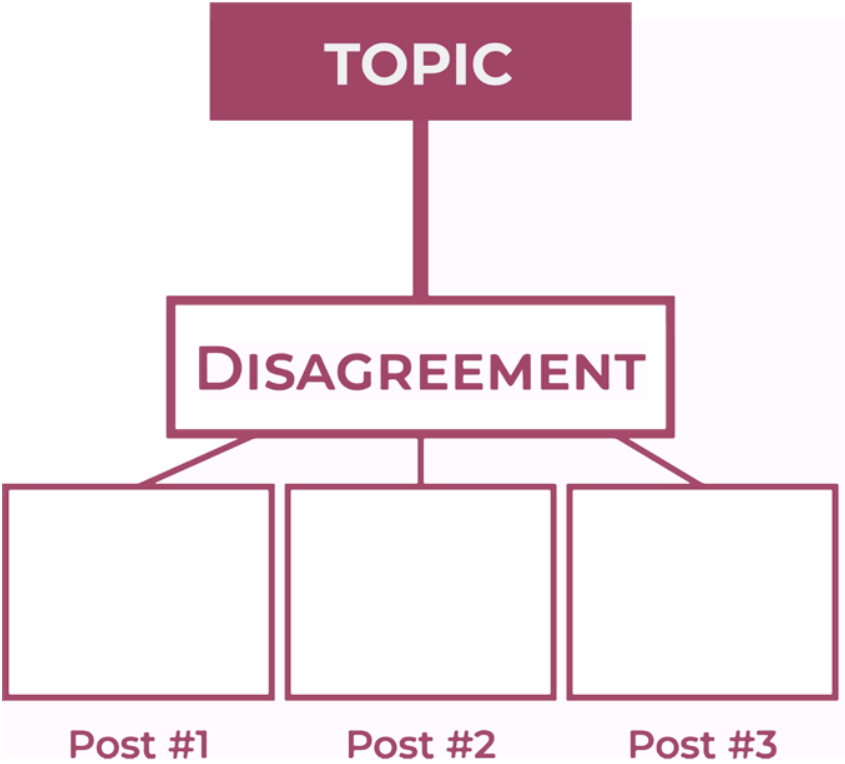
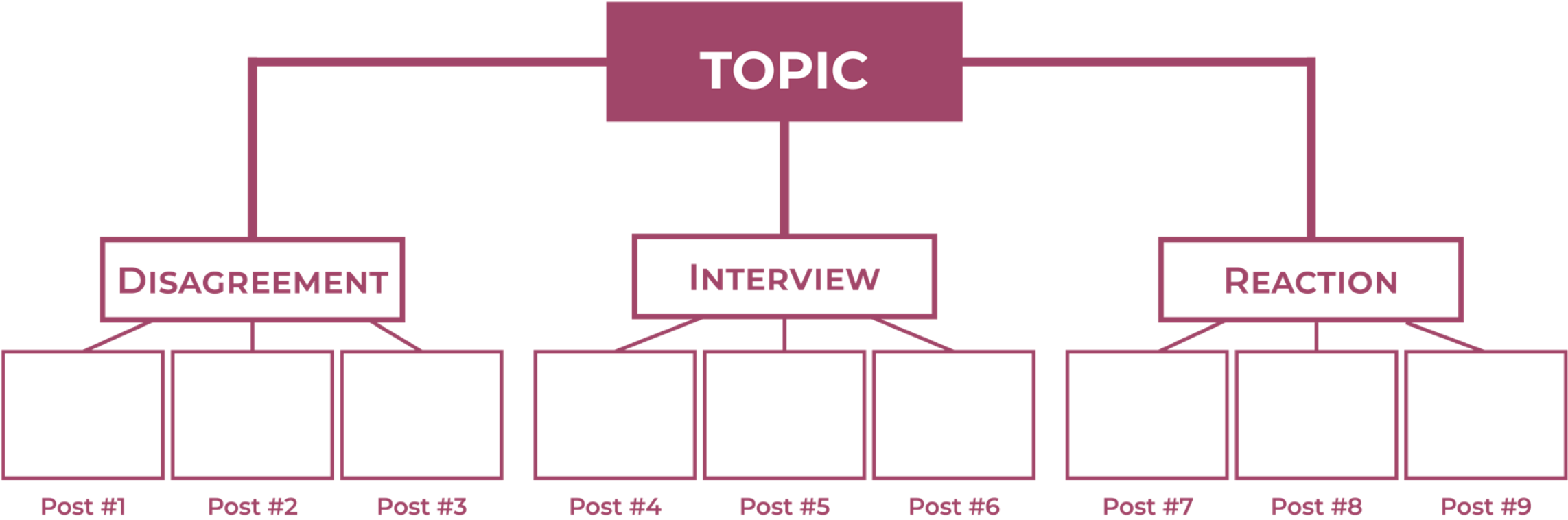
Leads Math



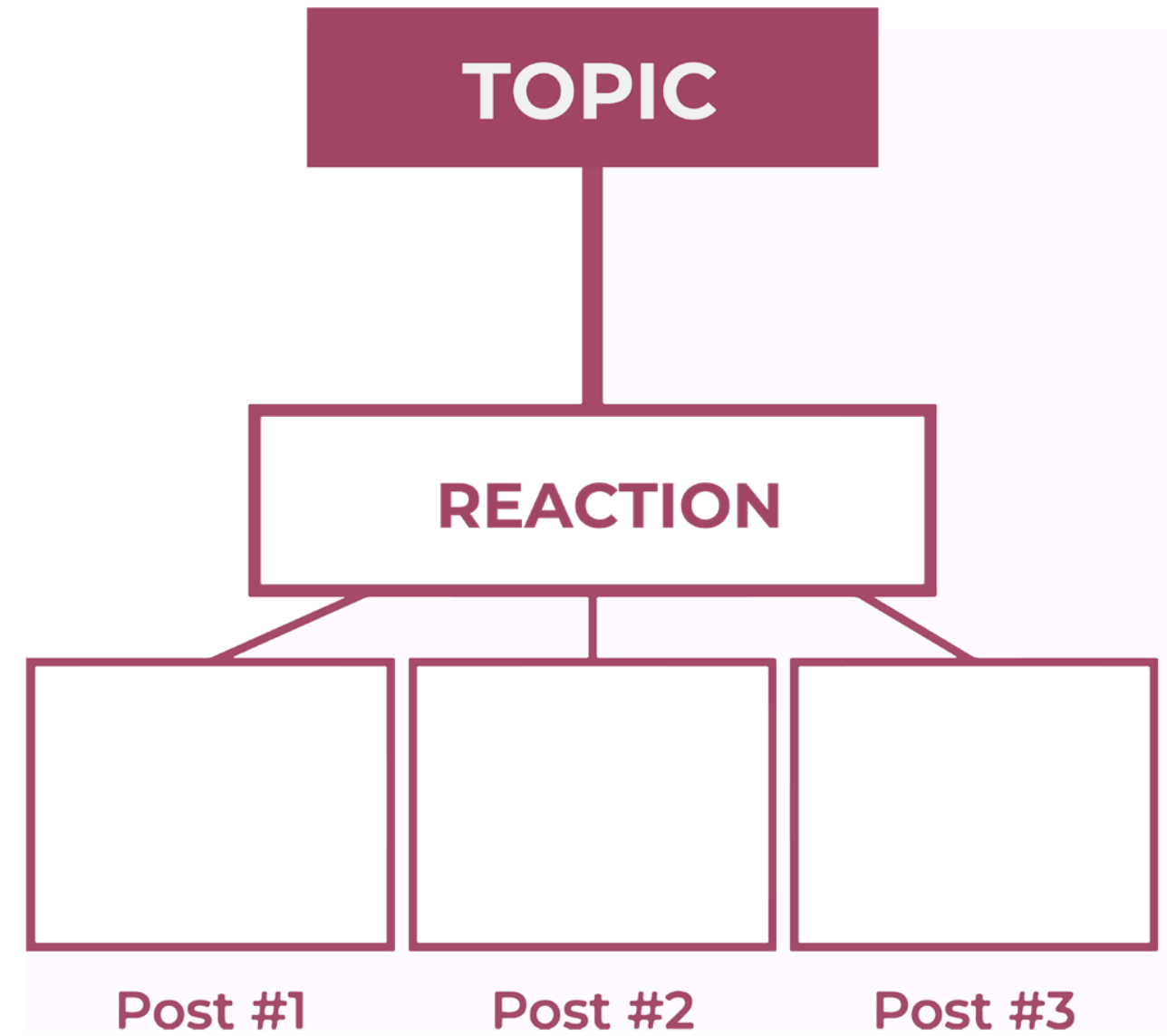
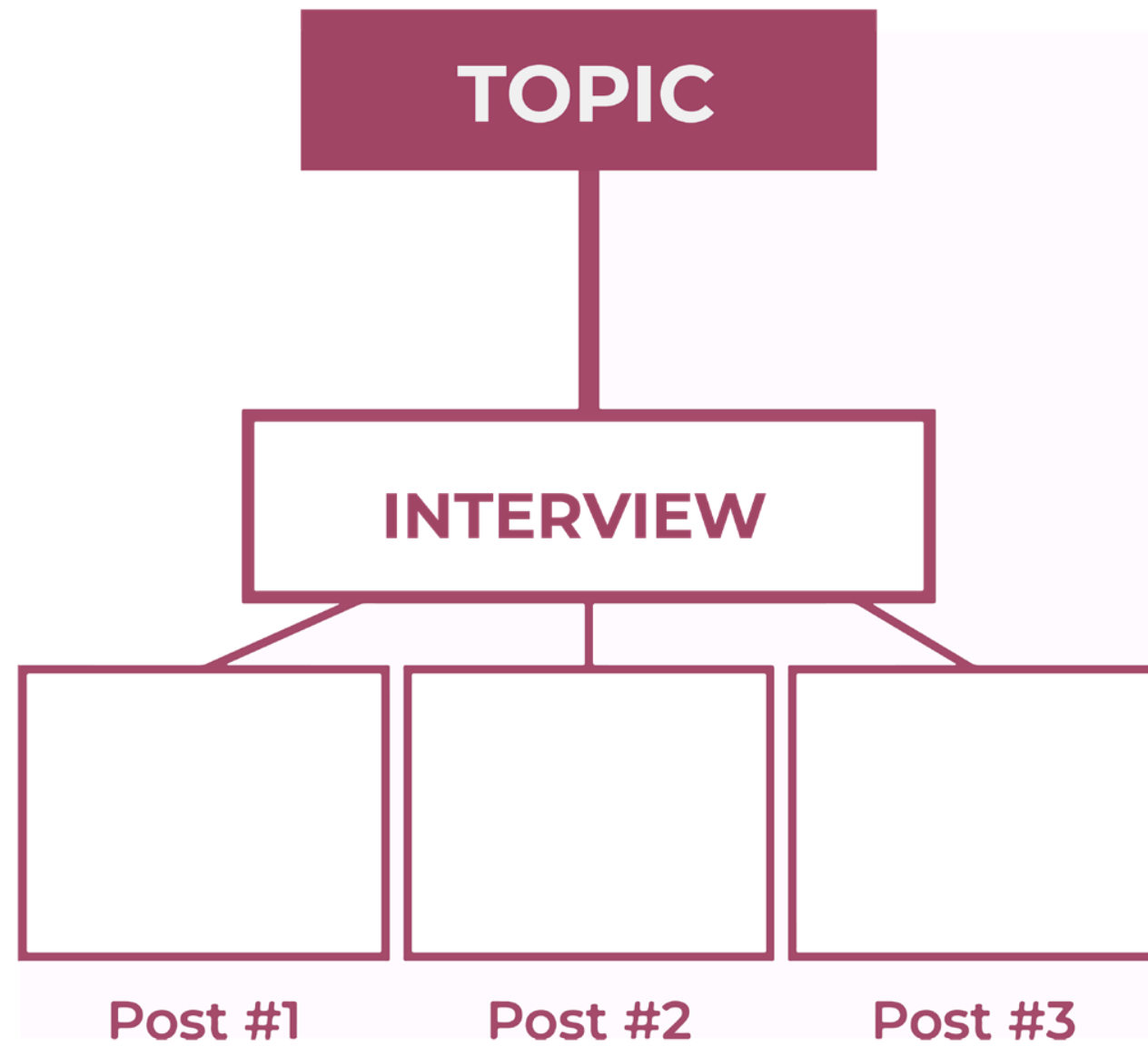
Speech Stories



Topic Tree



Topic Tree



Speakers vs 7 Figure Speakers

Speaker Training	7 Figure Speaker Training	
<ul style="list-style-type: none">• Write a speech• Deliver a speech• Book gigs• Set pricing	<ul style="list-style-type: none">• Value proposition• Unique captivation angle• Front in marketing• Back-end marketing• Facebook, Instagram, TikTok lives• Running challenges• How to get gigs• Free offer• Multiple paid offers• Story creation• Hot calling for gigs• Testimonials/case studies	<ul style="list-style-type: none">• Speaker agreements• Paths to cash• Speaker support team• Automation• Sell classes or courses• Master social selling• Become captivating• Become inspiring• Become a master storyteller• Become an author

DRIVEN
inc.

