IMPACTING MILLIONS *live*

EVENT

Workbook

SELENA SOO

WELCOME, STARS!

I'm so happy you're joining us for our first-ever *Impacting Millions® LIVE*.

I know you're here because you have something special to offer the world — and if more people knew about your work, you could transform more lives.

Over the course of three days, we'll reveal how you can build a thriving business you love that allows you to impact millions.

We've done this in our own business and helped our clients do the same using our 3P Framework: publicity, partnerships, and promotions. When you master all 3 of these Ps, magic happens.

You become highly sought-after. You expand your reach and opportunities. You're enrolling many more people into your beautiful offers, allowing you to transform lives on a much deeper level.

I'm proud of you, because you made the time to be here. To show up for your dreams. To invest in yourself.

My team of expert coaches and guest experts are so excited to overdeliver big time for you! Because when we invest in you and your impact, it creates a ripple effect in the world.

Together, we can impact millions. Let's do this!

Love, Selena



Together, we can impact millions.

Let’s do this!

Here are a few guidelines to help you make the most of your experience.

1. **BE A VIRTUAL ETIQUETTE ROCKSTAR!**

- Building relationships is important to us, so please turn your camera on! When the presenters and attendees can see you, they feel your energy. This will help make I*mpacting Millions LIVE* one of the most fun and valuable virtual experiences you've EVER been a part of.

- Make sure your name appears correctly under your picture in Zoom. There are incredible prizes up for grabs and you could be a winner! We don't want you to miss out on an awesome prize!

- Please mute your microphone when you're not speaking.

- Feel free to engage in the chat — meeting like-minded people is one of the best things about events!

2. **BE PRESENT**: Being present is the best gift you can give yourself! Practice active listening, keep your devices on "do not disturb," and turn off your notifications to minimize distractions.

3. **LISTEN TO YOUR BODY**: Commit to getting a restful sleep, eating healthy foods to maintain your energy levels, and stay hydrated! Plan ahead to have snacks and a beverage on hand.



4. **MAKE CONNECTIONS**: Enjoy mixing and mingling with your fellow attendees by engaging during networking breaks and breakout sessions. Listen with an open heart and mind, and share your breakthroughs and takeaways when you feel inspired!

5. **HELP US STAY ON SCHEDULE**: YOU are the most important part of this unique, virtual experience! Support the presenters, your fellow attendees, and your own growth and expansion by blocking the time on your calendar and joining us on time for all sessions over the course of these three days.

6. **BE RESOURCEFUL**: We've made it as easy as possible to have everything you need at your fingertips. If you can't find what you need in the *Impacting Millions LIVE* Facebook Community or the event page, please email support@selenasoo.com.

Day One

INVESTING IN RELATIONSHIPS

WITH SELENA SOO



Who are some entrepreneurs who inspire you?

How can you add value to the people you admire?

What was your turning point — the moment you realized you'd found your purpose?

When have you taken a leap of faith that paid off?

AN INTERVIEW WITH JOHN LEE DUMAS

AND SELENA SOO



Notes:

AN INTERVIEW WITH RAMIT SETHI

AND SELENA SOO

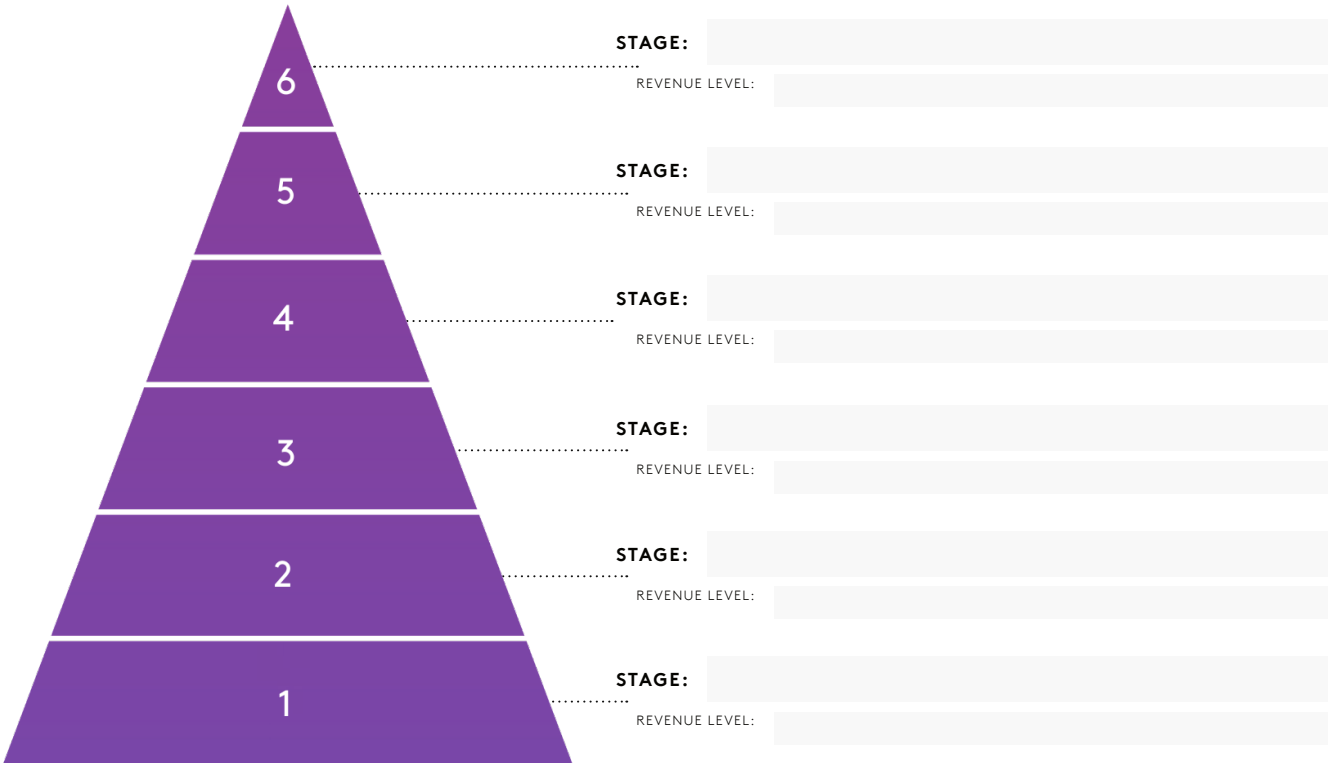


Notes:

SIX STAGES OF GROWTH AND IMPACT

WITH SELENA SOO





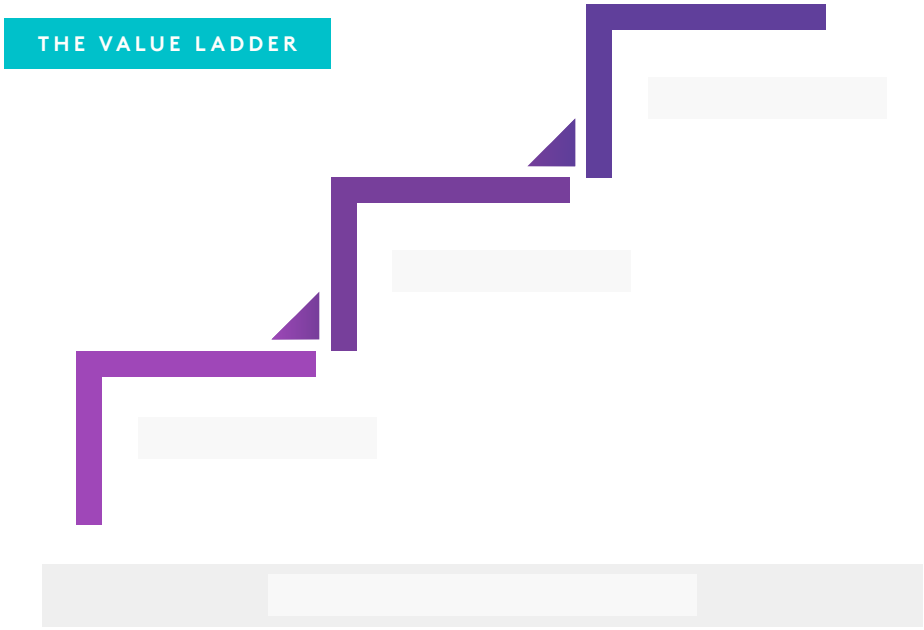
Which stage of business are you currently in?

Notes:



CREATING (OR UPGRADING) YOUR SIGNATURE OFFER

WITH JAMIE GULINO DAVIS



What are three to five things that your community really needs right now?

What deliverables can you associate with each need?

SUPERCHARGE YOUR STRATEGIES

WITH LISA FABREGA



What is capacity?

Strategy Only

PUBLICITY →

PARTNERSHIPS →

PROMOTIONS →

Strategy Only

OLD PARADIGM →

NEW PARADIGM → + =

Notes:

Notes

DAY ONE *Recap*

What were your top takeaways from today's teaching?

Day Two

HOW TO 10X YOUR PUBLICITY

WITH SELENA SOO



The four big mistakes people make when it comes to publicity (and what you should do instead):

MISTAKE #1:

SOLUTION:

MISTAKE #2:

SOLUTION:

MISTAKE #3:

SOLUTION:

MISTAKE #4:

SOLUTION:

Notes:

WHAT MAKES A GREAT STORY

WITH LYNYA FLOYD



What makes a great story?

#1:

#2:

#3:

#4:

#5:

List out some story ideas you can pitch that have these characteristics:

HOW TO MAKE YOUR SUCCESS INEVITABLE

WITH SELENA SOO



How to make your success **inevitable**:

#1:

#2:

#3:

#4:

#5:

#6:

Notes:

AN INTERVIEW WITH LAURA BELGRAY

AND SELENA SOO



Notes:

Notes

DAY TWO *Recap*

What were your top takeaways from today's teaching?

Day Three



CREATING DREAM PARTNERSHIPS FOR YOUR BUSINESS

WITH SELENA SOO

The six big mistakes people make when it comes to partnerships (and what you should do instead):

MISTAKE #1:

SOLUTION:

MISTAKE #2:

SOLUTION:

MISTAKE #3:

SOLUTION:

MISTAKE #4:

SOLUTION:

MISTAKE #5:

SOLUTION:

MISTAKE #6:

SOLUTION:

Write down some characteristics of your ideal partners.

Make a list of 5-10 potential partners that you want to build a relationship with.

Notes:

OPTIMIZING YOUR RELATIONSHIPS

WITH JAMIE GULINO DAVIS



What is your primary GEM?

Which characteristics of your GEM most resonated with you?

Which GEM could you do a better job of prospecting or building a relationship with?

List ways you can build a better connection with each of the GEMS:

Pearl

Sapphire

Emerald

Ruby

Notes

DAY THREE *Recap*

What were your top takeaways from today's teaching?

Thank you!

Thank you so much for joining us for our first ever *Impacting Millions LIVE* virtual event!

We hope you'll continue to join us in the pop-up Facebook group for reflections and top takeaways.

Because we want to make this the best experience possible in the future, too, we'd love to have your feedback.

CLICK HERE TO COMPLETE YOUR POST-EVENT SURVEY

We're grateful to have you in our community and we value your voice.

Thanks again!



Selena