



2024

Workbook

Welcome!

I'm so happy you're joining us for 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





Here are some guidelines for showing up to make the most of the event.

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 Impacting 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 in the chat and during breakout rooms. 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, live 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](#) please email support@selenasoo.com.



AGENDA:
(All times in ET)

Day 1:

Tuesday, March 5th

10:00am	Event begins with prize giveaway
10:05am	7 Steps to a Truly Rich Business & Life with Selena Soo
11:00am	Land The Opportunities of a Lifetime with Farnoosh Torabi
12:00pm	30 minute break
12:30pm	6 Stages of Business with Selena Soo
01:15pm	Breakout room
01:45pm	Creating Premium Offers with Ashley Brasseaux
02:50pm	15 minute break
03:10pm	Breakout room
04:00pm	Event wraps

Day 2:

Wednesday, March 6th

10:00am	Event begins with prize giveaway
10:05am	Rich Life Panel
10:55am	Use Podcasts to Get High-Ticket Clients with Sharon Stokes
11:30am	Breakout room
12:00pm	30 minute break
12:30pm	Big prize giveaway - be in the Zoom room!
12:45pm	How to Make Your Success Inevitable with Selena Soo
01:55pm	10 minute break
02:05pm	Get Paid to Be You with Laura Belgray
03:15pm	Impact Accelerator Panel
04:00pm	Event wraps

Day 3:

Thursday, March 7th

10:00am	Event begins with prize giveaway
10:10am	Expand Your Business By Doing Less & Relaxing More with Kate Northrup
11:00am	Ultimate Lifestyle Design Workshop with Lydia Klemensowicz
11:30am	Creating Dream Partnerships for Your Business with Selena Soo
12:00pm	30 minute break
12:30pm	The 3Ps to Scale Your Business
01:00pm	Create Your Dream Team with Selena Soo
01:30pm	Cash Injection Workshop with Selena Soo & Ashley Brasseaux
02:20pm	15 minute break
02:35pm	Q&A with coaches
04:00pm	Event wraps and final prize giveaway



Day
ONE

7 STEPS TO A TRULY RICH BUSINESS & LIFE

with Selena Soo (@selena_soo)



Step 1:

Step 2:

Step 3:

Step 4:

Step 5:

Step 6:

Step 7:

6 STAGES OF BUSINESS GROWTH AND IMPACT

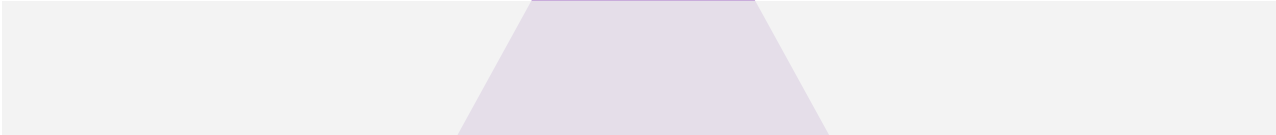
with Selena Soo (@selena_soo)



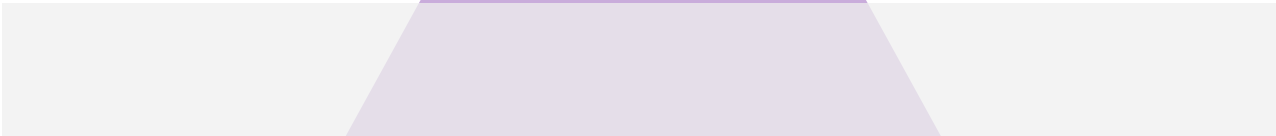
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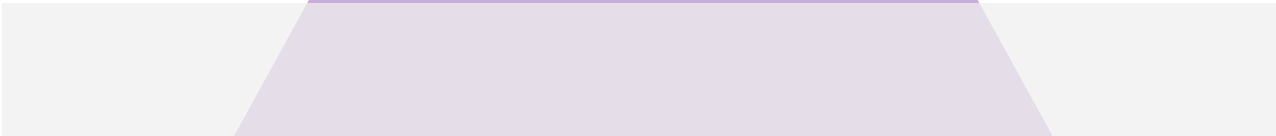
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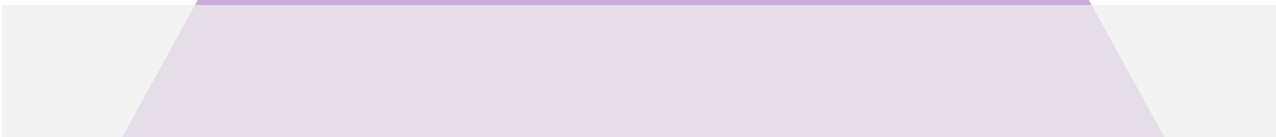
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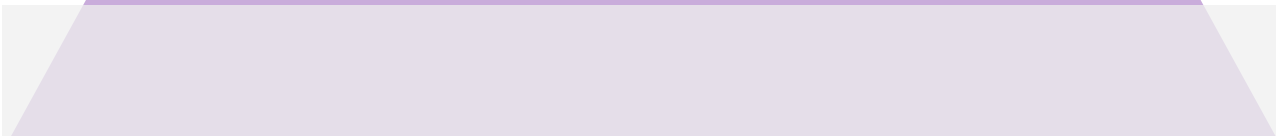
Stage 4:



Stage 5:



Stage 6:



What stage are you in?

LAND THE OPPORTUNITIES OF A LIFETIME

with Farnoosh Torabi (@farnooshtorabi)

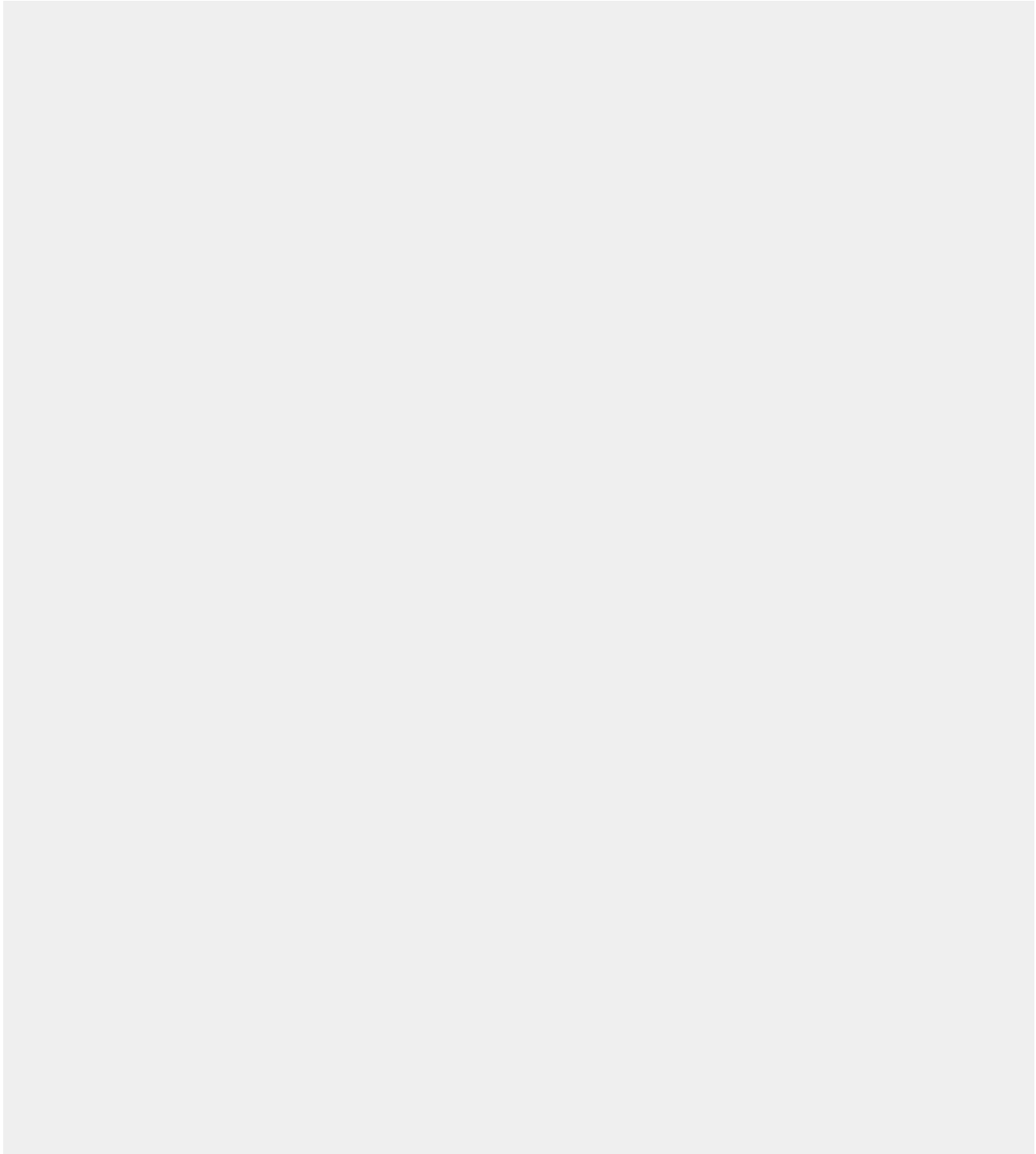


Notes and Takeaways:

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BREAKOUT ROOM QUESTION

What's a valuable benefit that you bring to your clients and customers or an important problem that you help people solve?



PREMIUM OFFER WORKSHOP

with Ashley Brasseaux (@ashleybrasso)



- **What's a premium offer?**
 - Valuable to your ideal client
 - A premium financial investment
 - Typically between \$3,000 - \$30,000+
- **3 questions to ask yourself**
 - What's my minimum viable product?

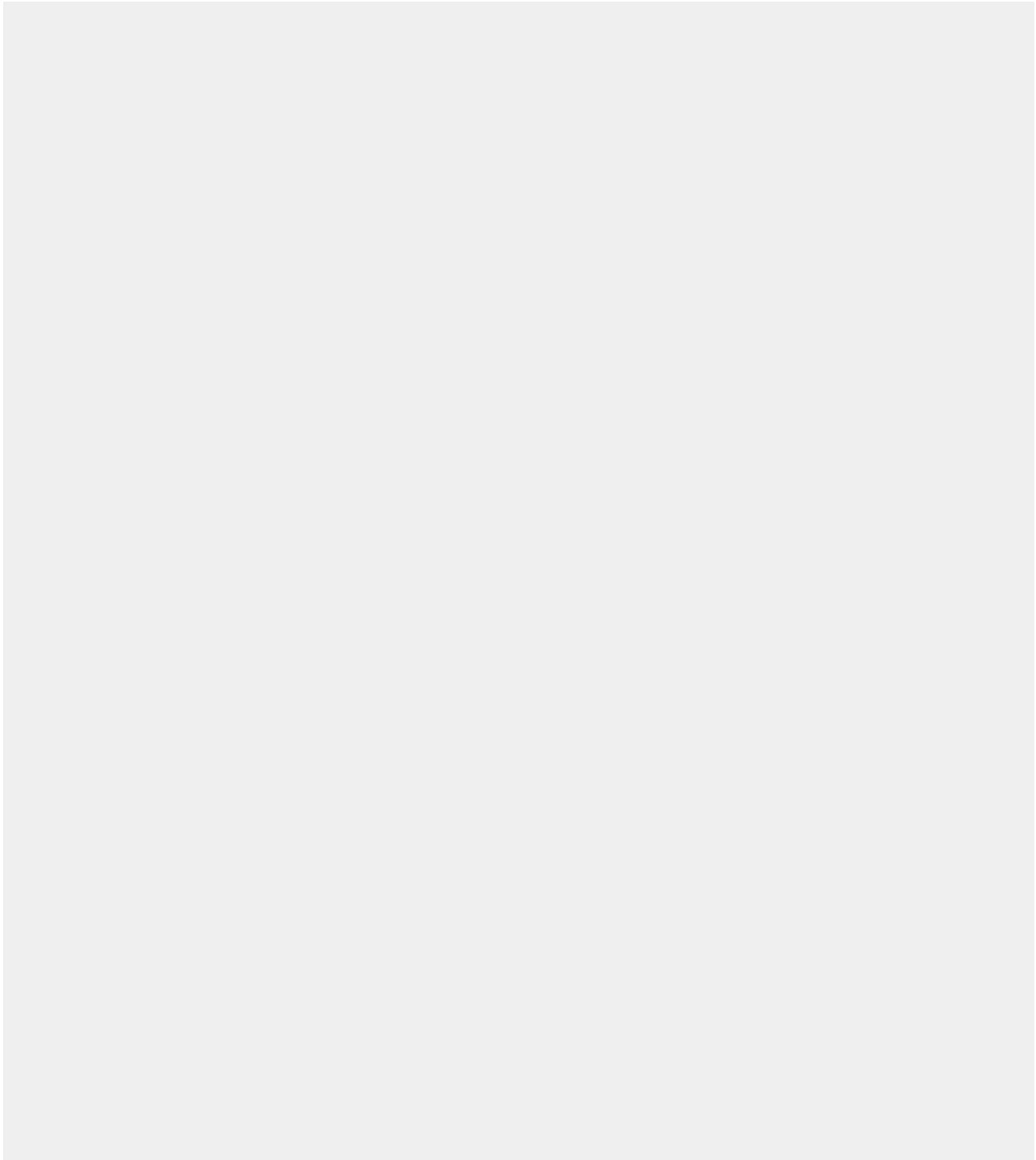
- What expectations or boundaries do I need to set?

- How do I feel about each of the components of my offer?

What are 3 things you want to include in your premium offer?

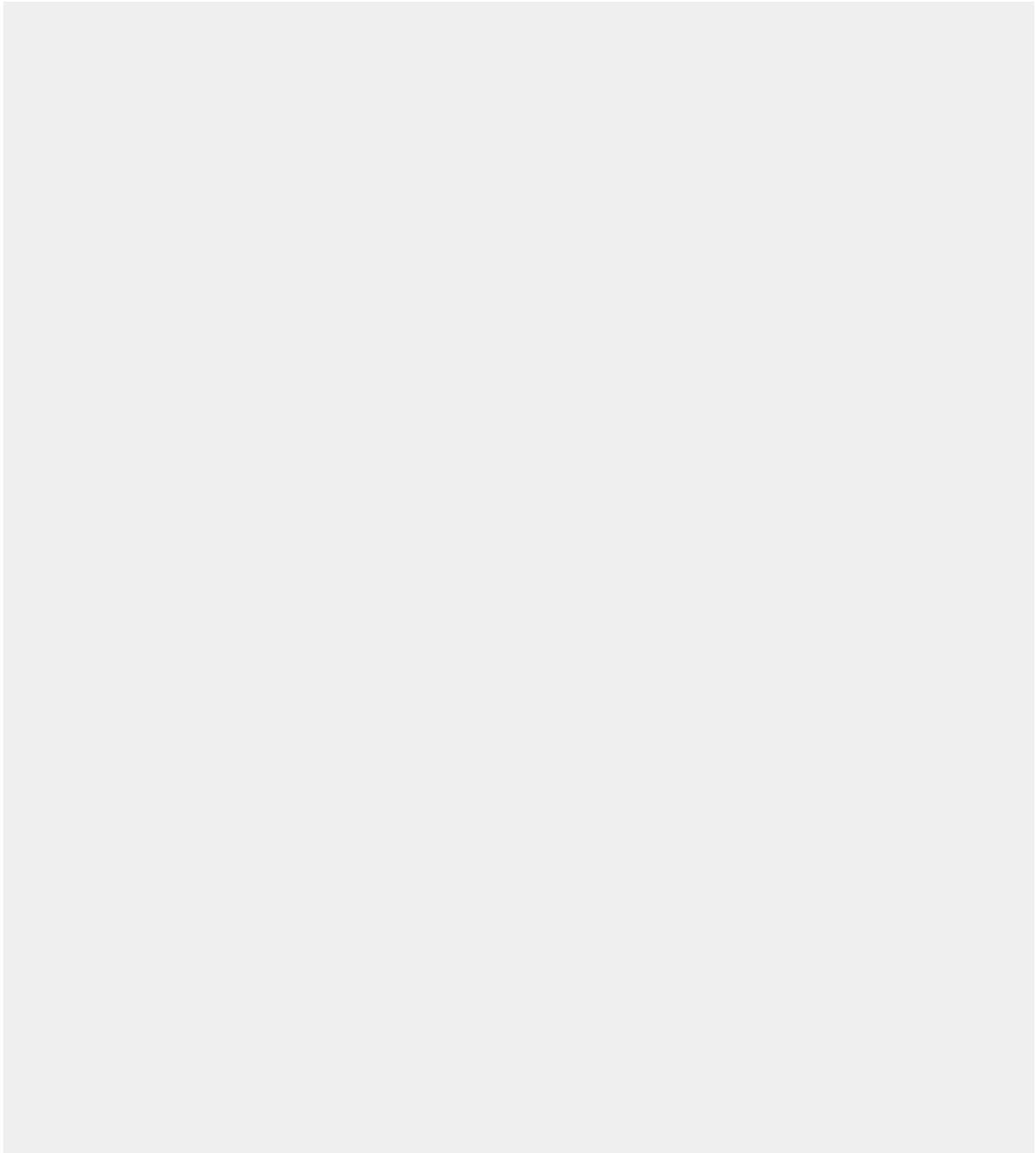
BREAKOUT ROOM QUESTION

What's your favorite offering in your business and why?



Day 1 **RECAP:**

What were your top 3 takeaways from today?





Day
TWO

USE PODCASTS TO GET HIGH-TICKET CLIENTS

with Sharon Stokes ([@sharon.stokes](#))



- **Mastering the 5 most important parts of a podcast interview**
 - Your introduction
 - Common questions
 - Your hero's journey
 - Seeding your offerings
 - Your call to action

What is your call to action and how will you describe it?

HOW TO MAKE YOUR SUCCESS INEVITABLE

with Selena Soo (@selena_soo)



#1:

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GET PAID TO BE YOU

with Laura Belgray (@[laurabelgray](#))

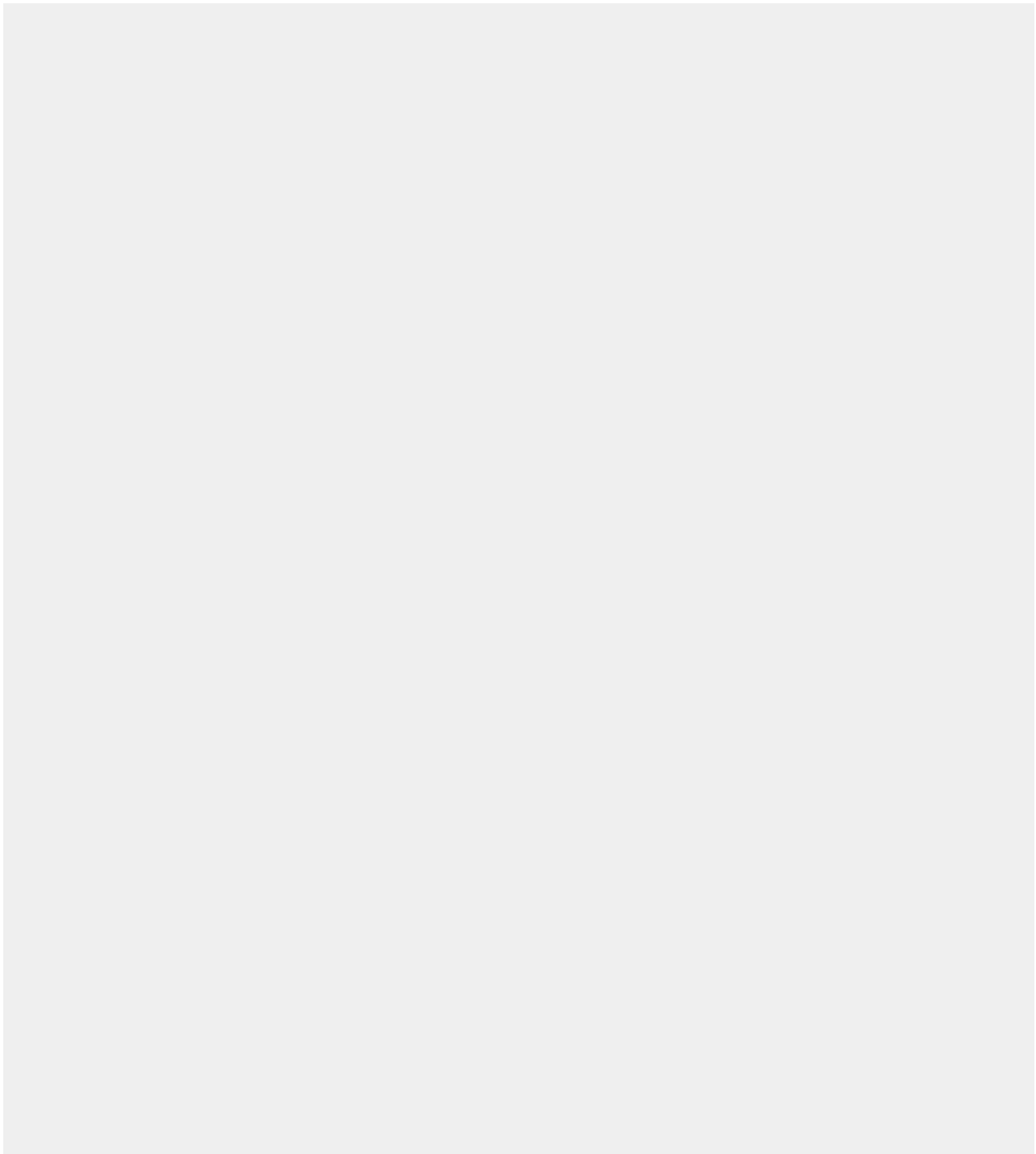


Notes and Takeaways:

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Day 2 **RECAP:**

What were your top 3 takeaways from today?





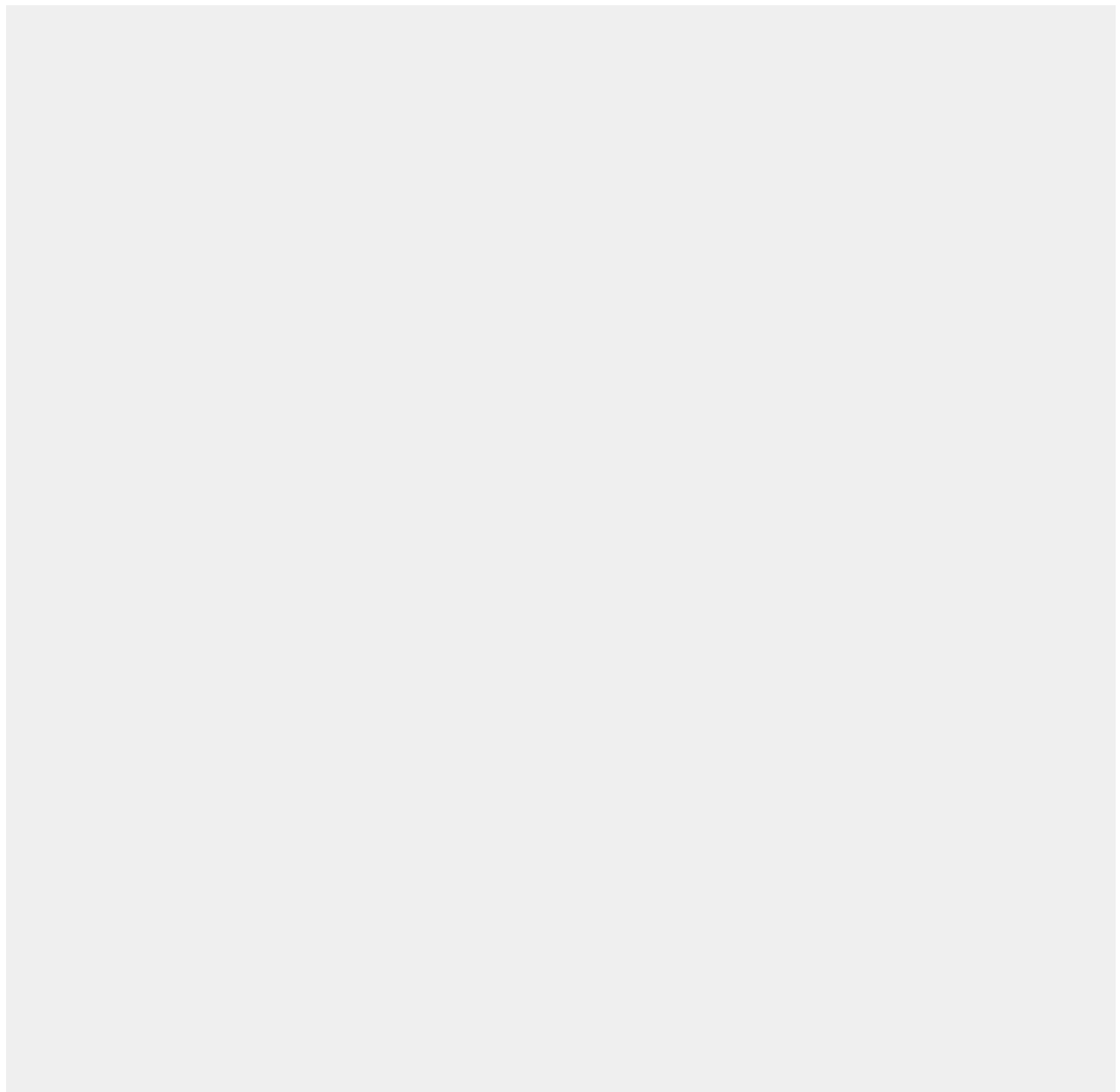
Day
THREE

EXPAND YOUR BUSINESS BY DOING LESS AND RELAXING MORE

with Kate Northrup (@katenorthrup)



Notes and Takeaways:

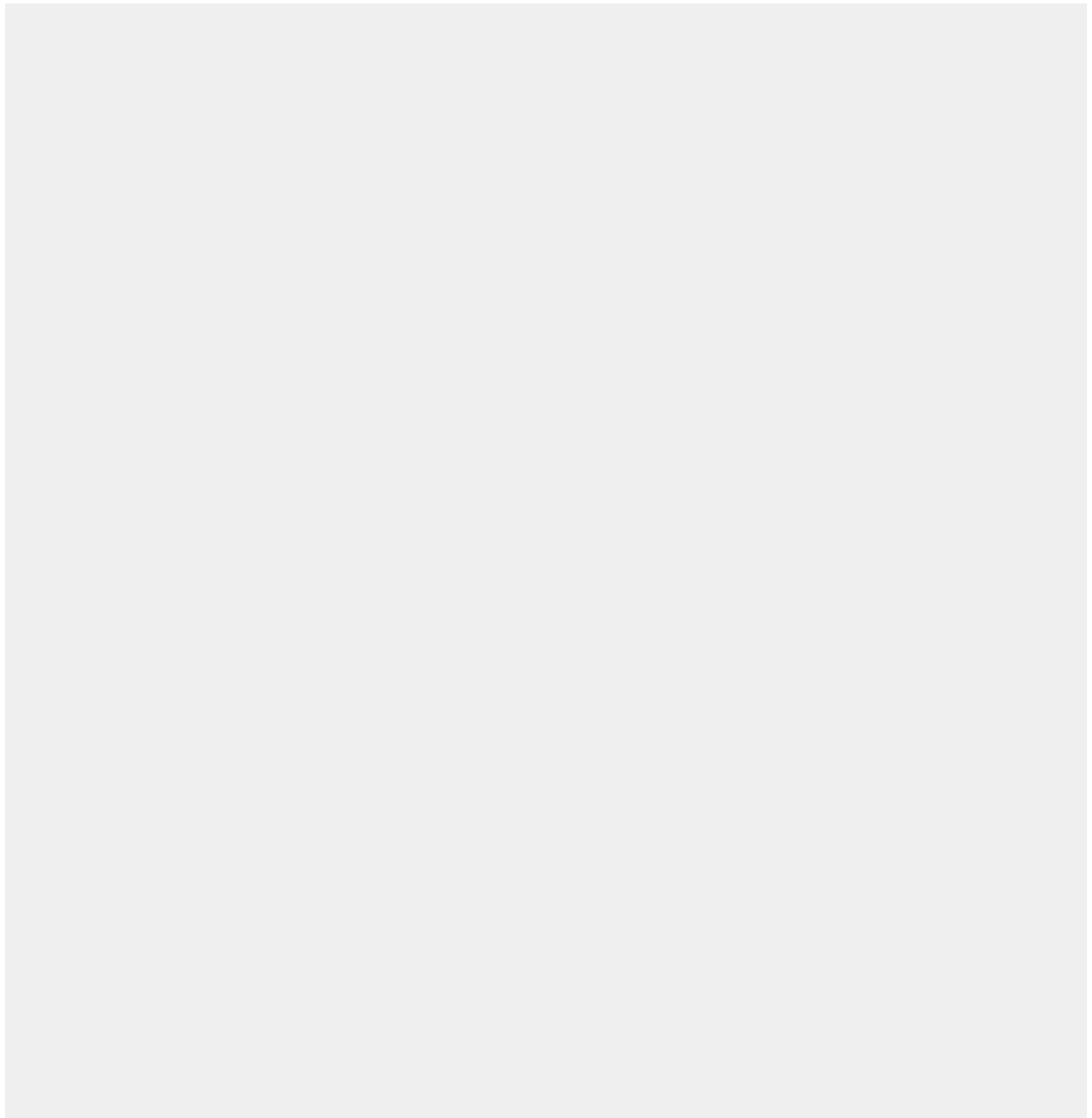


ULTIMATE LIFESTYLE DESIGN WORKSHOP

with Lydia Klemensowicz (@[healwithlydia](#))



Notes and Takeaways:



CREATING DREAM PARTNERSHIPS FOR YOUR BUSINESS

with Selena Soo (@selena_soo)



What are 6 big mistakes people make when it comes to partnerships — and what should you do instead? (fill in the blanks)

Mistake 1:

Solution 1:

Mistake 2:

Solution 2:

Mistake 3:

Solution 3:

Mistake 4:

Solution 4:

Mistake 5:

Solution 5:

Mistake 6:

Solution 6:

CREATING DREAM PARTNERSHIPS FOR YOUR BUSINESS

with Selena Soo (@[selena.soo](#))



Write down some characteristics of your ideal partners:

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

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CASH INJECTION WORKSHOP

with Ashley Brasseaux (@ashleybrasso)
and Selena So o (@selena_soo)



4 types of cash injection strategies:

1.

2.

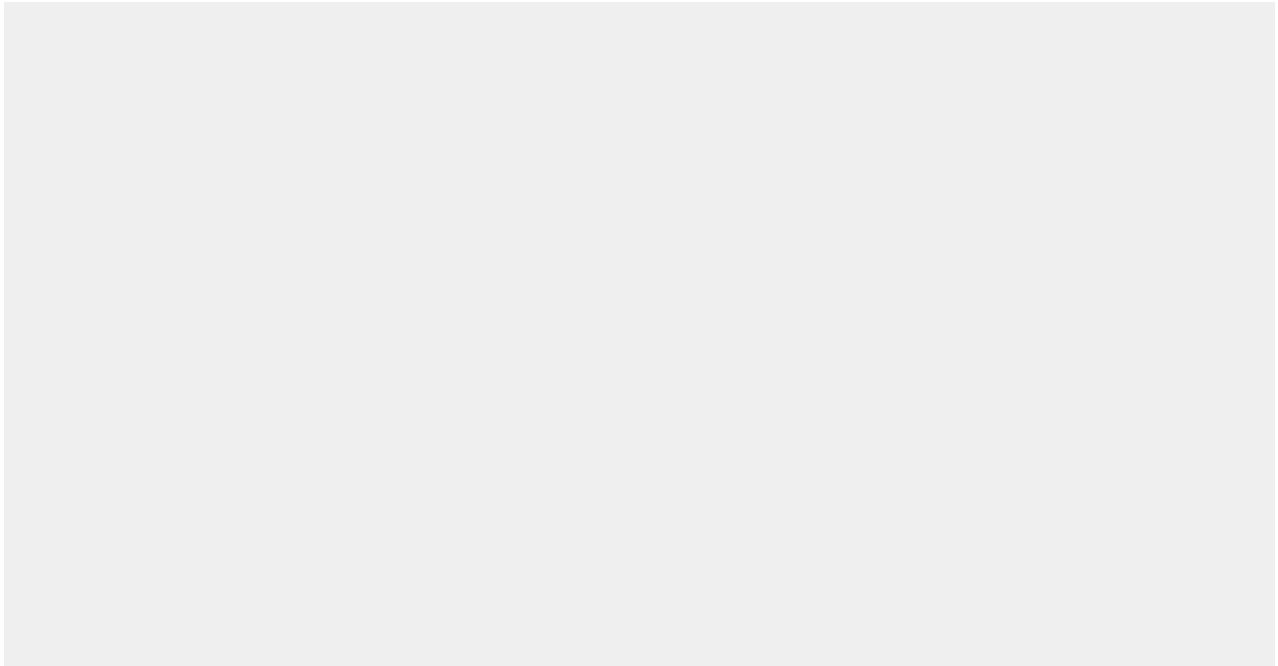
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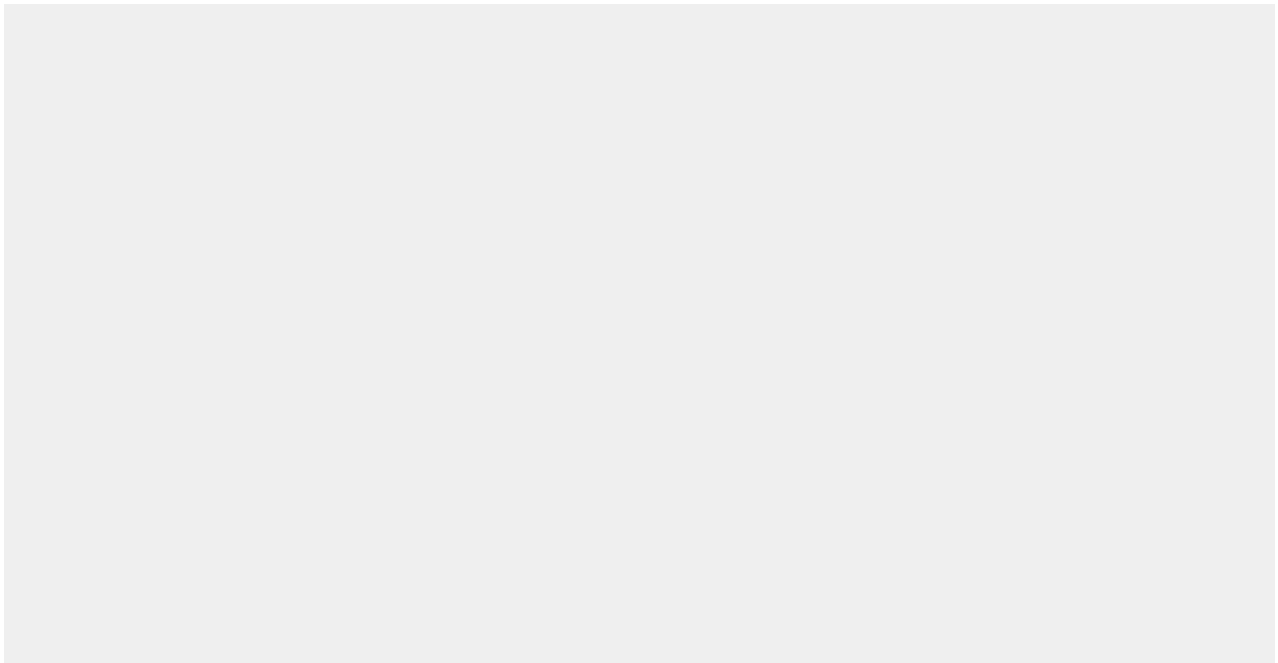
Pick one of these strategies to work on:

Day 3 + EVENT RECAP:

What were your biggest takeaways from the event?



What are your top 3 action items?



MASTER THE 3 CORE AREAS THAT I USED TO GROW MY 7-FIGURE BUSINESS

If you'd like to continue working with me and my team, we would be honored to support you in *Impact Accelerator*. In *Impact Accelerator*, we cover three core areas:

Publicity

You'll discover how to land top-tier publicity that expands your reach and visibility and positions you as a trusted expert.

Partnerships

We help you build win-win collaborations and partnerships that create new revenue streams in your business and open up new doors for you.

Promotions

You'll learn how to craft, structure, and price offers that you're excited and proud to share with your dream clients.

We'll coach you so that you can work smarter, not harder, while you grow your successful and joyful business on your own terms.

These are the same proven strategies I used to grow my 7-figure business.

When you're done with *Impact Accelerator*, you'll have everything you need to...

- **Attract dream clients** who are pre-sold on your offer - they already see you as a trusted expert and are happy to pay your premium rates.
- Form **win-win referral partnerships** with other service providers and coaches who send a steady stream of qualified leads your way.
- Land podcast, media, and speaking opportunities, and receive requests from high-profile experts who want you to **share your expertise with their audiences**.
- Feel energized and fulfilled by your business - your clients get the best version of you each day, and you're **making a huge impact on the world**.
- Run your dream business while **still having lots of time** to spend with the people you love doing the things you love most.

IMPACT ACCELERATOR COACHES



Selena Soo is a publicity and marketing strategist for visionary entrepreneurs, experts, and authors who want to reach millions with their message. Her strategies have helped her clients land media in places like *O*, *The Oprah Magazine*, *Forbes*, Amy Porterfield's *Online Marketing Made Easy Show*, and Jenna Kutcher's *Goal Digger Podcast*.

Through dozens of multi 6-figure and 7-figure launches, Selena has generated over \$13 million in revenue in her first 10 years of business. She has also built more than 400 affiliate and referral partnerships. She's passionate about helping online business owners to create and launch their premium offers. A former New Yorker, Selena is living her dream life in sunny Puerto Rico.



Ashley Brasseaux is a marketing and launch strategist who has directed multi 6-figure campaigns for entrepreneurs and influencers. Ashley has supported her clients in generating millions in revenue and growing their email newsletters and social media followings. She's also transformed client offerings by upleveling messaging and sales strategies, resulting in 4X returns.

Ashley loves connecting with others, bringing big visionary ideas to the table, and helping them on their entrepreneurial journey. A world traveler, Ashley can be found taking coaching calls from tropical destinations like Hawaii or Mexico.



Sharon Stokes is a senior media coach who has served as a TV producer for close to 20 years, producing interviews with notable personalities including Oprah, Richard Branson, Marie Forleo, Lewis Howes, Gabrielle Bernstein, and Jim Kwik. Her credits include Canadian productions such as *The Marilyn Denis Show*, *Entertainment Tonight Canada*, and *Your Morning*. She has also worked in the digital space as a coach producer creating health and wellness content for *Weight Watchers*.

Sharon is also a certified life coach and fitness instructor who has shared her expertise with *The Huffington Post*, *Reader's Digest*, and *Bustle*. She has appeared on various podcasts, TV and radio shows. She will arm you with the knowledge and tools to land high-profile publicity opportunities of your own. She lives in Toronto, Canada.

TO LEARN MORE ABOUT

IMPACT ACCELERATOR

and find out if it's
right for you...

book a business strategy session with

Team Selena Soo.

[CLICK HERE TO BOOK A CALL](#)