

MOVEMENT **MARKETING** **MASTERY KIT**

BONUS #2

Movement Marketing Mastery Journal:

**30 Days to Create the Foundation For Your
Mission-Driven, Movement-Based Business**

By Suzanne Evans

A portrait of Suzanne Evans, a woman with dark, curly hair, smiling warmly. She is wearing a white blazer over a red top and a long necklace. The background is a plain, light-colored wall.

WHO IS SUZANNE EVANS?

Suzanne Evans, owner and founder of Suzanne Evans Coaching, the “tell-it-like-is”, no fluff boss of business building. She provides support, consult, and business development skills to the over 30,000 women 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 recently 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 Suzanne Evans Coaching 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 in Murrells Inlet, South Carolina, are dedicated to helping entrepreneurs heal their shame about money, creating “movements that matter.”, and building successful, profitable businesses.

MAKING THE MOST OUT OF YOUR 30-DAY MOVEMENT MARKETING JOURNAL

Hi its Suzanne!

I am thrilled to be guiding you on the second leg of your journey to making millions while making a difference with your own movement-based business.

You may notice I said “second leg of your journey”.

That’s because its important you digest the first portion of your Movement Marketing Mastery Kit: The Movement Marketing Secrets Report BEFORE you plunge into this journal.

Its a powerful introduction to 5 critical keys to identifying the movement that needs to be at the core of your business. If you haven’t looked at that yet, please do it now. It will only take a few minutes, and believe me, it will double or triple the value you receive from this Journal.

If you have read the Movement Marketing Secrets Report you know your movement is at the core of creating a business that delivers a lifestyle that guarantees you never have to worry about money again. But its also how to stop having to “convince” others of the value of what you offer and have them flocking to you in record numbers.

Its what can happen when you Stop Marketing and Start a Movement. And its what this 30 Day Movement Marketing Journal is all about!

So, here is all you need to do:

- The Journal is organized to focus six days on each of the Five Principles to Make Millions While Living Your Soul’s Mission to Change the World.
- Each day consists of a powerful Movement Marketing Quotation designed to inspire you, and an insightful Movement Marketing Question, designed to connect with your own inner knower.
- After you have printed out your journal, you will find ample space on each page to record your thoughts and discoveries. If you need more space, feel free to use the back of each sheet, or a separate sheet of paper.
- At the bottom of each Journal sheet, there is space to record specific actions you can take to bring your movement closer to reality and Movement Marketing Insights that open new doors of possibility!

Movement Marketing Aha!:

Your discovery doesn’t have to end with the first 30 days. Because you can always print out a fresh copy of the journal and move through the process as many times as you want!

MAKING THE MOST OUT OF YOUR 30-DAY MOVEMENT MARKETING JOURNAL

Now before we get started, here are a few crucial keys to success:

Allow the process to have its way with you.

This isn't a race. It's not a competition. Working with this 30-day Journal can actually help accelerate the pace at which your business takes off. But it's important not to flip through it causally.

Our experience is, if you do this, you will find yourself moving ahead with greater clarity, purpose and confidence.

Really take the questions to heart

Allow the questions to touch you. And don't censor yourself as you pour out your responses into the journal. This is "Universal Dictation" and it's simply between you and your source. No one else has to know.

The more personal you allow this dialogue to be, the faster you will experience the change.

Remember: This is about stepping away from your hectic life for a few moments each day so that when you return to it, you do so from a place of wisdom, contribution, and clarity.

Allow yourself to spend more time on the questions that trigger deep reflection

Not all of the questions will resonate. It's OK!

Our experience is that certain questions will plunge you (in a comforting way!) into a very deep space of

knowledge and insight. Feel free to spend extra time on these questions, and to return to them as additional guidance becomes available.

This doesn't mean to skip over the other questions and quotes.

Believe me, there is value there too! But we are all different ... and give yourself the gift of allowing the Universe to connect with you the way it wants to, with the questions and quotes that were meant specifically for you.

Finally ... know that in spirit, I am with you every step of the way.

I have walked this path before you. It's how I built my own 7-figure helping business with a speed that took my breath away. I created this for you, out of my desire to have you stop struggling. And with the conviction that traditional marketing would only doom you to continued pain and confusion.

You will discover yourself naturally moving into the space of creating the powerful movement that will not only drive your business success, but the change you so passionately want to create in the world.

I am thrilled to be getting started with you today!

Love,

 **SUZANNE**

DAYS 1-6

“Your Movement is an ongoing informal group action that is inspired by a passionately shared idea and directed towards positive change.”

DAY 1

“A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history.”
- Mohandas Gandhi

At what point in your business building did you lose your calling? What would you need to do to recapture your original passion and urgency?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 2

“I’m not in this to make friends, I am in this to make a difference.”

- Suzanne Evans

What message do you have that, if brought to the world in the right way, could change the destiny of thousands? Millions?

What actions can you take today to advance your movement?

Today’s Movement Insights:

DAY 3

“When great forces are on the move in the world, we learn we are spirits -- not animals.”
- Winston Churchill

What beauty, what gift, what secret garden do you want to gift the world?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 4

“When the story of these times gets written, we want it to say that we did all we could, and it was more than anyone could have imagined.” - Bono

What positive changes are you passionate about creating in the world?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 5

“Activism is my rent for living on this planet.”
- Alice Walker

What does True Transformation look like to you?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 6

“Never doubt that a small group of committed people can change the world. Indeed, it is the only thing that ever has.”
- Margaret Mead

What would your business look like ...
if people actually looked forward to hearing from you?

What actions can you take today to
advance your movement?

Today's Movement Insights:

DAYS 7-12

“If you want to be the change in the world, you have to be willing to change yourself first.”

DAY 7

“So many of our dreams at first seem impossible, then they seem improbable, and then, when we summon the will, they soon become inevitable.” - Christopher Reeve

What one thing could you change in yourself that would unleash your true brilliance?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 8

“Change starts when someone sees the next step.”
- William Drayton

What message or guidance have you recently received that you are scared to death to do anything about?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 9

“The biggest reason I went from nothing to 7 figures in less than three years was deciding that looking foolish was better than staying small.” - Suzanne Evans

If a Transformational Genie could immediately create 3 changes in you that would make the biggest difference in your life and business, what would they be?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 10

“Yesterday I dared to struggle. Today I dare to win.”
- Bernadette Devlin

What one single thing do you feel is the biggest factor in holding you back from creating a thriving business?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 11

“All serious daring starts from within.”
- Harriet Beecher Stowe

What amazing challenge is now before you that, if you took it on, would be a stunning inspiration to others?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 12

“We must let go of the life we have planned, so as to accept the one that is waiting for us.”
- Joseph Campbell

What challenge, task, or project have you been avoiding that would start you on a path to being unstoppable?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAYS 13-18

“Your Movement must be sustained. It must be continuous. It has to be ongoing. It becomes the basis of everything you share.”

DAY 13

“It’s not that I’m so smart, it’s just that I stay with problems longer.”
- Albert Einstein

What 3 things can you do every single day that will inspire you, renew you, and connect you with whole soul reason for focusing on your mission in your business?

What actions can you take today to advance your movement?

Today’s Movement Insights:

DAY 14

“You need to have an ‘Emotional Agenda to change the world’ and then do the work that actually allows it to change the world.” - Suzanne Evans

What kinds of actions have you been able to follow through on and complete ... even if at first you were thwarted in your effort for success? Why do you think you persevered in that instance, when in other circumstances you didn't?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 15

“Most victories show up first as temporary defeat.”
- Napoleon Hill

Whether you have been paid for them or not, what are the biggest transformations you have been able to create in yourself, or facilitate in others?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 16

“I have never been especially impressed by the heroics of people convinced they are about to change the world. I am more awed by those who struggle to make one small difference.” - Ellen Goodman

The more specific about the positive change your movement creates, and the people it creates it for, the more successful your business will be. Flex your specificity muscles by asking for exactly what you want 3 times today.

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 17

“If your ship doesn’t come in, swim out to it.”
- Jonathan Winters

Yesterday we practiced being specific by asking for exactly what we want. How did it feel? Was it scary? Did you stumble through it? (Its OK!) What were the results, both in your attitude and in getting what you asked for?

What actions can you take today to advance your movement?

Today’s Movement Insights:

DAY 18

“In the end, we will remember not the words of our enemies,
but the silence of our friends.”
- Martin Luther King Jr.

What kinds of activities are so easy you can do them in your sleep, but literally take others breath away? That are second nature to you, but leave others exclaiming, “How did you do that?”

What actions can you take today to advance your movement?

Today's Movement Insights:

DAYS 19-24

“Your movement needs to leverage your life story, your history, your intuitive intelligence - who you are and what you lived through - to deliver maximum impact, maximum transformation and maximum profit.”

DAY 19

“The pessimist sees difficulty in every opportunity.
The optimist sees the opportunity in every difficulty.”
- Winston Churchill

What mess in your life have you conquered that, if you showed others how to do it, could make you wealthy and fulfilled beyond measure?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 20

“Before you can have passive income you need to get active income. You can’t serve millions until you serve one.”
- Suzanne Evans

What are you excited to share on an emotional, spiritual and intellectual level ...
that you can also profit from?

What actions can you take today to
advance your movement?

Today’s Movement Insights:

DAY 21

“Once you have a movement, you lose your fear of selling because you know that what you offer works.”
- Suzanne Evans

Has anyone ever told you, “Wow! You really need to write a book or teach a workshop about that!” If they have, what topic were they urging you to take to the world?

What actions can you take today to advance your movement?

Today’s Movement Insights:

DAY 22

“Capital as such is not evil; it is its wrong use that is evil.
Capital in some form or other will always be needed.”
- Mohandas Gandhi

What 3 accomplishments in your life are you most proud of? And how could you apply them to operating a thriving business?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 23

“Your marketing can’t replace your movement. When you don’t know what you are really marketing, any tactic leads to disaster.” - Suzanne Evans

What are you intuitively and naturally gifted to do?

What actions can you take today to advance your movement?

Today’s Movement Insights:

DAY 24

“When you stop marketing and start a movement, you can be happy, rich and make a difference.”
- Suzanne Evans

Have you ever been so successful at something so quickly it took your breath away?
If so what was it?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAYS 25-30

“Your movement is a Universal principle that is ready to express through you - coupled with a group of people hungry to receive it. It must combine something you passionately want to share **AND something people passionately want to be connected with.”**

DAY 25

“Not only are you receiving the idea of the movement. There is also a market that is pre-made for you that is ready to meld with that movement with you.” - David Neagle

If you could create a homeland - your own country - populated only by people you are connected with at the Soul level ... what characteristics what would you share?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 26

“Your Movement is something bigger than you. It comes from wanting to make a difference. What can I give to make a difference in their lives?” - Suzanne Evans

What passionately shared ideas - experienced by you and those waiting to follow you - can become the basis for your movement based business?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 27

“We make a living by what we get, but we make a life by what we give.”
- Winston Churchill

What groups of people are you immediately at ease and happy around? Where you feel like you belong? And what changes can you make to spend more time around and serving them?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 28

“In order to be a realist, you must believe in miracles.”
- David Ben-Gurion

In what areas have you helped create actual concrete results in others? It could have been finding the perfect job, finding a great mate, losing 15 pounds. What were the results? And how did helping someone else achieve this concrete goal feel?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 29

“The ocean refuses no river ...”
- Steven Coe

What are 10 venues where you can find groups of people yearning for the positive change you offer? What are they, where are they, and how can you spend more time there?

What actions can you take today to advance your movement?

Today's Movement Insights:

DAY 30

“Follow your bliss and the universe will open doors where there were only walls.”
- Joseph Campbell

Which of your ideas, services or talents have been most passionately received by others?

What actions can you take today to advance your movement?

Today's Movement Insights:

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