

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

**BONUS #1**

## **Movement Millions Mastery Secrets:**

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**5 Crucial Keys to Make Millions While Living  
Your Soul's Mission to Change the World**

By Suzanne Evans

A portrait of Suzanne Evans, a woman with dark, curly hair, smiling warmly. She is wearing a white jacket over a red top and a 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.

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# MAKING THE MOST OUT OF YOUR MOVEMENT MARKETING MASTERY KIT

Welcome to the first step on your journey to making millions while making a difference!

Its Suzanne Evans, and I am so excited you have joined me on the path to create the business AND the life you have dreamed of!

Whether you are receiving this guide after viewing our powerful **Movement Marketing Movie**, or from some other source, I am thrilled you are here!

What you are looking at is the guide I wish I had when I started my own entrepreneurial journey. Even though my initial success was encouraging, it also left me empty, feeling like I was pushing something I really didn't believe in to pay my bills.

What I soon discovered demolished the brick wall that seemed to stand between my true passion and earning the money I dreamed of. That vaulted me from a standing start ( a 50-hour a week day job and no entrepreneurial experience ) to over a million dollars in sales in less than three years.

That discovery, simple but profound, can be summarized in this one statement:

## **Stop Marketing and Start a Movement**

While this guide is just the beginning of what I want to share with you. It may be the most valuable,

crucial resource you have read in years. Because it shows you that the keys to unimaginable financial abundance AND the powerful difference you want to make in the world come from exactly the same place.

I would not have believed it if I hadn't experienced it myself.

And I did it:

- On my own terms
- With my own values
- Abandoning the shlocky marketing tactics I was told I would HAVE to use to succeed.
- Not only taking my life beyond what I dreamed possible (in less than 3 years!) but holding fast to my commitment to help others to do the same.

Here is what you receive with this amazing package of life-changing secrets:

- This Movement Marketing Secrets Guide
- The 30-Day Movement Marketing Journal
- Our Instant Inspiration Movement Marketing Quote Cards.

And it all starts with this Movement Marketing Secrets Bonus!

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# MAKING THE MOST OUT OF YOUR MOVEMENT MARKETING MASTERY KIT

Read it first! It will give you the foundational, conceptual keys to start shifting your mindset from “I have to do this to survive!” to knowing you can live an abundant life on your own terms.

And the specific actions you must take to realize the dream.

So you can make the transition from where you are now, to a powerful, movement-based business in the fastest possible time. Without the painful mistakes I had to endure.

I am thrilled to have you along on this amazing journey!

Love,

 *SUZANNE*

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# THE 5 MOVEMENT MILLION MASTERY KEYS:

## **Movement Millions Mastery Key #1:**

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

Wow, that's a mouthful! But when you fully understand what it says, its the key to everything you have been searching for. Lets take a look at why each segment of that statement is so important:

### Ongoing:

Your movement is not a one-time whoopee. If you can achieve all the goals of your movement in a short period of time, you don't have a movement. Even if your one-time whoopee creates a ton of positive change, its not a movement.

Which isn't to say you shouldn't engage in a one-time whoopee every now and then, as long as there is alot of positive change in it for you and others.

Its just that to 90% of the success of your business comes when your movement is integrated into every nook and cranny. From Day One. To

reap the full benefits of your movement, you must understand that its not a destination but a journey. (More on this a bit later on).

### Informal Group Action

The "informal" here doesn't mean you sit back on the couch eating nachos and expect your movement to happen around you. Make no mistake! A movement requires you to take an active, leading role. (Relax! The ability to pull this off is inside every one of us).

Its just that the idea is bigger than you are. Chances are, if you didn't choose to lead the movement, eventually, someone else would have. Because a movement is the channel the Universe uses to create big change in the world.

So while you lead your movement, you don't own it.

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# THE 5 MOVEMENT MILLION MASTERY KEYS:

## Inspired by a passionately shared idea

Movements aren't casual. They aren't something that "might be nice to do one of these days."

Movements are infused with and fired by passion and urgency. And not just a passion that is yours alone. But one that is shared.

The amazing transformative power of a movement comes from the combined passion of the people who share it. One of the biggest reasons businesses fail is they don't have a founding principle that arouses passion and enthusiasm in a large group of potential followers.

## Directed towards positive change

A movement has, by definition, a transformed state as its mission and goal. This usually means, not just the physical evidence of the transformation (more money, more health, a life partner, an exciting job) but the elevated state of mind that accompanies it.

Its about who your clients and customers become as they achieve the change they have dreamed of.

This is one of the most significant identifying hallmarks of a movement-based business. It delivers not only the desired results. But a state of permanent empowerment, that allows your followers to produce similar results in the future, at will.

While this state is positive, what often is a driving force of your movement may be perceived as negative. Don't let this fool or frighten you! Just as some of the most powerful social movements in history were forged from the struggle against oppression, what may unite many of your followers is the struggle against negative beliefs, conditions or circumstances. ("I will never find a partner! I will never get rich!") Part of being the leader of a powerful movement based business is being able to harness both the drive towards positive change, and the struggle against negative past behaviors or mindsets to achieve success.

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# THE 5 MOVEMENT MILLION MASTERY KEYS:

## **Movement Millions Mastery Key #2:**

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

I have some good news and some bad news. And its the same news:

Taking on your movement 100% will require that you change. Sometimes radically. I know you think the reason you are taking on your movement is because you have fully embodied it, are full prepared and are perfectly suited to lead.

Get that notion out of your head once and for all.

One of the biggest paradoxes of a movement is that no one transforms more than the leader of the movement.

If you aren't open to this, your movement will fail.

But one of the biggest blessings of a movement is that you can be far from perfect and still be the perfect leader for your movement. Many of our most powerful movement leaders, both socially and in business, weren't groomed for the position, but were thrust into their role by events or by the realization that no one else was doing what needed to be done.

The fact your movement-based business is causing you growing pains - sometimes severe - doesn't mean you are on the wrong track. But on the right one.

Many movements have foundered because their leaders tried to create a movement around them that would insulate them from dealing with their own stuff.

Expect that you will have to deal with our own stuff - and often lots of it. Just know that on the other side exists all the benefits you created the movement for.

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# THE 5 MOVEMENT MILLION MASTERY KEYS:

## **Movement Millions Mastery Key #3:**

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

We touched upon this in Key #1. But are going to go much deeper here. Because this is a crucial cornerstone to creating a movement that can create massive growth for you and your business.

If the transformed state that is the mission of your movement can be accomplished quickly, or in a limited period of time, you don't have a movement. You have an activity.

Here is what a movement is not:

- A product launch
- An announcement
- A live event
- A product or series of products
- A coaching program

No matter how much benefit and change they bring, each of these by themselves are limited and not a movement by itself.

A movement is an umbrella that ties all these together under a common theme, with a common energy, and with a common positive change as its goal. It is the motive uniting force behind what you are doing. It underlies and permeates everything you say, do and create in your business.

## **Movement Millions Mastery Key #4:**

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

The big mistake many entrepreneurs make is they try to sanitize their past (or their present) from anything unsavory, embarrassing, or challenging before they take it to the marketplace.



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# THE 5 MOVEMENT MILLION MASTERY KEYS:

The paradox is that these are the very things that can endear you most to your followers. All the dirt, all the false starts, all the flops, all the lessons: The people you are meant to serve just eat it up, because your imperfections, when presented with honesty and transparency, create a powerful bond.

Its important to your followers that you have their answer or their way forward. But its just as if not MORE important that they feel you know what they are going through,

Your life needs to be an example of the path you are taking your followers on and the transformation your are leading them to.

Even if you have yet to “reach the mountaintop”, you have conquered challenges, faced insurmountable odds, and moved yourself out of impossible situations.

Don’t leave these stories behind!

Instead, place them at the core of your campaigns, your programs, and everything you do. Its when you include your story - all of it - in your business, that you will see your profits soar.

I call this “letting my panties show”.

How do you know what to include? Here is a good place to start:

## **Share what simply can’t be manufactured:**

These are stories unique to you, infused with your own personality, history and cast of characters. Its true that real life is stranger, more powerful and much more interesting then fiction. Since you “just can’t make this stuff up!”, why try?

## **First hand experience:**

Look first to your own life. Its tempting to try to find transformation stories that happen to someone else. But when they have happened to you, they carry a gravity and impact you just can’t find anywhere else. All the marketing blather in the world pales in comparison to the spellbinding stories found in your own life.

## **Things you have conquered:**

Since transformation is at the core of your movement, you want to first share things you yourself have

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# THE 5 MOVEMENT MILLION MASTERY KEYS:

worked through. One of the keys that attracts people to a movement-based business is not only the magnitude of what you are helping them achieve. But the sense that this payoff is not only possible, but inevitable. And when your life is an example of this, it creates an inspirational pull that is hard to resist.

## **Lessons that link to profitability and transformation:**

And finally, look for life lessons you can link to the transformation your followers want to experience. Because its this connection to what people want most that enables people to pay you what you are worth, and do it gladly.

Your audience really doesn't care whether your pet parakeet just went through a difficult illness, unless there is a powerful lesson or guidance they can take from it to deal with their own situation.

Be sure to link the experience and stories you share, with the positive change you help to create, so people forever associate creating the life they want with you.

And when they are ready to take that step, they will not only open their hearts, but their wallets as well.

## **Movement Millions Mastery Key #5:**

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.

OK, here is where the rubber meets the road.

I know most of you at one time have experienced either:

- The electric feeling of being the carrier of a powerful message or quest whose time has come
- Or the power of a large group of people responding to an opportunity with breathtaking momentum.

The key to creating a successful movement-based business is finding a focus that links both of these together AT THE SAME TIME.

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# THE 5 MOVEMENT MILLION MASTERY KEYS:

The key to creating a successful movement-based business is finding a focus that links both of these together AT THE SAME TIME.

This is the key stumbling block most heart-centered entrepreneurs trip over in building their business.

Either they experience the first instance (“Spirit told me I need to do this!”) and then struggle because they haven’t thought out who specifically can benefit from it.

Or they experience the second (“Hey, everyone is making money teaching people how to do teleseminars, so I need to also!”). Before realizing they could care less about teaching people how to do teleseminars.

Either one alone is a roadmap to disaster, emptiness, and failure.

Your movement, and the business that contains it needs to contain both:

- A larger idea that is bigger than you are, that fills you with passion, excitement and power.
- AND a group of people who are just as passionately seeking what you are passionate about giving.

What is sad is that many entrepreneurs discover this, but only after years of trial, error and struggle.

Its sad because when you take just a little bit of time to find out:

- What you are passionate about
- Others who care deeply about the same transformation or goal
- Where those others hang out
- How you can connect with them in a way that bonds them to you forever

You can create a movement that takes flight, almost literally from day one, instead of one that comes to life only after years of labor.

Don’t get me wrong: Work is involved. But when you take a bit of time before leaping into your movement-based business, you can create one that leaps out of the starting blocks instead of whimpers.

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# AVOIDING THE KEY STUMBLING BLOCKS IN BUILDING YOUR MOVEMENT BASED BUSINESS

Ok ... I know that's negative.

But I have to be honest. A lot of you are going to get very excited about the idea of a moment-based business, and run out and do exactly the WRONG thing. Which would break my heart.

So I need to let you know the biggest pitfalls to avoid when you decide to stop using traditional, shlocky marketing tactics and start building your movement-based business.

(And don't worry! We will also get you into what you should do in just a moment!)

## 1. Don't throw the baby out with the bath water.

I know it's tempting when you discover you have been marketing something you aren't crazy about, to dump it. And to brand all marketing as evil.

However, if you are like me you have bills to pay, commitments to keep, and folks who may be depending on you financially.

### So first:

While it's tempting, your transition may need to be a step-by-step process. In other words, keep your day job. Just look at it as a business loan that will get you to the future you have dreamed of.

### And second:

It isn't that marketing is evil, it's that people sometimes use it unethically. When you start applying the secrets of a movement based business, you will discover key distinctions that will enable you to market your movement proudly and look yourself in the mirror at the same time.

## 2. Don't get all high and mighty about it.

Passion is attractive. Self-righteousness is not.

So avoid the temptation is to get on your high horse, especially with those who have supported you in the past. "That's over!" you exclaim, "I have a movement now!"

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# AVOIDING THE KEY STUMBLING BLOCKS IN BUILDING YOUR MOVEMENT BASED BUSINESS

Instead, channel the flood of power and certainty your movement fills you with to let your current followers know your new direction serves them better and will take them farther. Being patient with whatever resistance you may encounter from your current flock, can help bring a majority of them along with you.

If you don't have a current flock - if you are starting from scratch - you must still avoid being full of yourself because its a turn off. Remember: You are the messenger and the leader. You are not the message. You are the channel for the movement, but you don't own it.

## 3. Movements can't be rushed

While those who implement first win, it may take many implementations over time to cement your new reality, and have it humming along like you want it to.

And since movements often have big-time transformation as their cornerstone, there is a chance it may take some time.

Try to see this, not as a sign you are doing something wrong, but that you are doing something right.

The good news is, when you follow and apply the secrets of movement marketing, you can see some results almost immediately, even after years of struggle with traditional methods. And as your movement business grows, the joy you receive from profiting handsomely from what you were born to do will fill you with excitement and expectation every step of the way.

## 4. Addiction to the fantasy

Make no mistake: While your movement is a dream, its not a fantasy. There is a huge difference. Fantasies are the caffeine and white sugar of transformation. They give you a quick burst of energy, but then leave you dragging, exhausted, burned out.

Dreams on the other hand have staying power. Long after your fantasy has waned, your dream will fuel you through whatever adversity you face.

So while it can be painful, let the rush of fantasy fade, so you can experience the long term staying power the dream provides.

If you can do this, know, that while it may take time, the ultimate result is already won.

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# 3 CRUCIAL KEYS TO FORGING AHEAD

Now that you the potential pitfalls to avoid, what are 3 cornerstones to moving ahead with your movement-based business?

## 1. Inspiration

This may come as a bit of a surprise: But inspiration is not enough. If it was, you wouldn't be reading this. Because each of you has been inspired before and it hasn't taken you the full distance.

However, inspiration can provide the rocket fuel that, when channeled properly, brings you the results you dream of. It can help you persevere through tough times, and truly be grateful for the good times.

It can also create a receptivity and awareness that helps you recognize the resources and help that are available to you at critical junctures in building your business. And it gives you the clarity to be able to act on those resources and guidance as soon as they become available.

So don't depend on inspiration alone to do the work for you. Allow inspiration to fill you with the resolve so you won't stop until the task is accomplished.

## 2. Organization

Organization is crucial because it provides the steps, and the system that helps you sustain your movement and your business without burning out.

Think of things like:

- Tying your shoes
- Brushing your teeth
- Driving your car

What if each time you did any of these, you had to completely rediscover how to do it?

You would be exhausted before noon!

But many of us run our businesses this exact same way! Without organization or a system, we have to create everything we do from scratch. And are mystified when we are exhausted and burned out.

You may have resisted organizing your movement, because you feel it restricts you, and tarnishes that wonderful warm movement glow. After all, isn't a movement about freedom?

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## 3 CRUCIAL KEYS TO FORGING AHEAD

But the truth so many entrepreneurs miss is freedom is exactly what an organizing structure delivers, because we can ride the principles of our movement to success, instead of recreating the wheel every minute. The freedom and excitement this brings you when you realize it is truly breathtaking!

### 3. Monetization

Your movement will pay dividends much more quickly when you create a structure that enables your followers to compensate you for the transformation you offer.

I realize this is where a lot of you get queasy. But you don't have to!

Because here is the key: At this moment, the Universe is seeking vessels, outlets and avenues for necessary ongoing transformation. And to make sure that happens in the physical world, it needs structures and channels strong enough to handle the energy.

That may sound a bit woo-woo ... but it's true!

And that is all that Monetization is: Creating the plans, programs and structures so that those seeking the benefits of your movement can integrate them into their lives. And creating a means through which they can support you monetarily, as you support them to achieve their goals.

It's not sleazy. It doesn't have to be salesy. It's simply a physical means whereby those who hear your call can enroll in your movement, and provide you with the resources, not only to enjoy all life can offer, but to keep your movement going.

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# AND HERE IS WHAT IS REALLY EXCITING...

As part of your Movement Marketing Mastery Kit, you have received our 30-Day Movement Marketing Journal. Its a step by step guide that walks you through all 5 Principles of Movement Marketing, and helps you to apply the 3 Crucial Keys to Movement Marketing Success:

- Inspiration
- Organization
- Monetization

I urge you to check out this PDF journal this minute, and to use its day-by-day guidance as a way to transform your tired old marketing into an electrifying movement!



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