

*Selena Soo's*  
Business Accelerator  
**WORKSHOP**

5 Proven Steps to Make & Reach Millions



MARCH 18 - 22, 2024

# CALENDAR

MARCH 2024

SUN	MON	TUE	WED	THU	FRI	SAT
10	11	12	13	14	15	16
17	18 12 PM ET MINDSET, INSPIRATION, VISION	19 12 PM ET PREMIUM OFFERS	20 12 PM ET MILLION- DOLLAR NETWORK & PARTNERSHIPS	21 12 PM ET PUBLICITY	22 12 PM ET CASH INJECTION STRATEGIES	23
24	25	26	27	28	29	30

CATCH THE REPLAYS HERE!

## DAY 1: MINDSET, INSPIRATION, VISION

My #1 piece of advice to be successful and grow quickly in your business is

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Alex Moscow: "Results don't take \_\_\_\_\_, they take \_\_\_\_\_."

Where do you need to be more courageous?

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The three things that allowed me to scale my business are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

The 3Ps in my 3P Framework are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### ACTION STEPS

**Answer these three questions to map out your vision.**

1. If you could wave a magic wand, what would your business look and feel like?  
How would you most like to work with clients?

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2. What does success mean to you?

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3. What does your most joyful life look like?

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## DAY 2: PREMIUM OFFERS

What is a premium offer?

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Three reasons why you want a premium offer:

1. It allows you to spend less time on \_\_\_\_\_ , because you need \_\_\_\_\_ people in your programs
2. Premium offers are generally \_\_\_\_\_ to sell than non-premium offers
3. It allows you to \_\_\_\_\_ in your ideal client's life

Three questions to ask yourself about your premium offer:

1. What's my \_\_\_\_\_ ?
2. What \_\_\_\_\_ do I need to set?
3. How do I feel about each of the \_\_\_\_\_ of my offer?

### ACTION STEPS

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

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## DAY 3: MILLION-DOLLAR NETWORK & PARTNERSHIPS

Six mistakes entrepreneurs make with partnerships (and what to do instead)

Mistake #1: \_\_\_\_\_

Your Solution: \_\_\_\_\_

Mistake #2: \_\_\_\_\_

Your Solution: \_\_\_\_\_

Mistake #3: \_\_\_\_\_

Your Solution: \_\_\_\_\_

Mistake #4: \_\_\_\_\_

Your Solution: \_\_\_\_\_

Mistake #5: \_\_\_\_\_

Your Solution: \_\_\_\_\_

Mistake #6: \_\_\_\_\_

Your Solution: \_\_\_\_\_

## DAY 4: PUBLICITY

List three reasons why you might want publicity:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

The five levels of the Publicity Pyramid are:



## DAY 5: CASH INJECTION STRATEGIES

Four types of cash injection strategies include:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### ACTION STEPS

Pick one of these strategies that you'll focus on.

My strategy is: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Share your offer with at least one person.

I'll share this offer with \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# MASTER THE 3 CORE AREAS THAT I USED TO GROW MY MULTI 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 multi 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.

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**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.

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**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](#)